D118.9:29/6

U.S. ARMY RECRUITING and CAREER COUNSELING
journal
Vol. 29 No. 6 June 1976

UNIV. OF FLORIDA LIBS.
DOCUMENTS DEPARTMENT
U.S. DEPOSITORY

UNIVERSITY OF FLORIDA LIBRARIES
JUN 1976
DOCUMENTS DEPT

FLARE

Letter about

Who reads the Journal

I have read your Journal for the
years. There is some very good inf
but I get sick and tired of all the
that you run. To me production
the game. I never see anyth
about someone who is out
. . . I have only missed
years but (all I see is)
writing a little article
kids painting the
paint nor help
in a lot of
calls for
other thi
I kno
that
peo

rview with the CG of MEPCOM
ilitary Enlistment Processing Command
the 'Automated AFEES'
ests Civil Service Testers
Advertising in FY 77
e New REACT
s in CHAMPUS
roper management

What's new for FY7T/77?

Letter about the *Journal*

Who reads the Journal

I have read your Journal *for the past five years. There is some very good information in it but I get sick and tired of all the garbage articles that you run. To me production is the name of the game. I never see anything in the* Journal *about someone who is outstanding in recruiting . . . I have only missed objective one time in five years but (all I see is) an article on some woman writing a little article for a newspaper, or some kids painting a fire hydrant. My wife does not paint nor help the Red Cross, but she sure puts in a lot of eight hour days making mail-outs and calls for me and making 200 cards, and a lot of other things that help me put people in the Army. I know you will throw this in the trash can and that will be that, but I will have the satisfaction of getting it off my chest.*

Thanks.

SFC Billy D. Melton
Kettering, Ohio

Article subject ranking

Subject	% of responses naming "most important" topic	Content analysis ranking
1 Sales Techniques	74%	1
2 Options/Programs	65%	3
3 Army training	61%	
4 Policies/Regulations	56%	9
5 Counseling techniques	52%	
6 News about OOEs	49%	7
7 Army women	43%	15
8 Posts and MOSs	39%	
9 Interviews with recruits	31%	
10 Career counseling	24%	19
11 AFEES/Guidance counselors	21%	12
Market analysis/surveys	21%	12 and 14
13 Advertising	16%	2
14 Race relations/Equal Op	14%	17
15 Wives	11%	
16 Cartoons/humor	9%	
General Interest	9%	8
18 Logistics	6%	13
19 Reserves/NG	5%	19

The columns at the left detail responses to the January survey. The column at the right indicates, by actual appearance in the magazine, the emphasis given the same topics. Where no number appears there was no exact corresponding category for both content analysis and survey.

We never throw a letter in the trash can.

Next, the content of the *Journal* is based on what our Editorial Review Board determines is necessary to be included, and on what we receive in the way of stories from recruiters and A&SP shops.

The staff makes recommendations to the members of the review board and then to RRC/DRC A&SP offices based on replies to annual surveys of our readers and on continuing analyses of *Journal* contents.

The findings of these studies are always interesting. Consider these results from the latest survey, carried in the January issue:

- Our readers' priorities are pretty clearly defined. They want a "little or no frills" magazine. They are concerned about being successful in their job and want the magazine to help them. They consider the two most important functions of the magazine to be informing and training. Motivation, morale and entertainment, while not unimportant, are less important.
- Recruiters and station commanders who responded ranked the five most important subjects this way: sales techniques, options and programs, Army training, command policies and regulations, and counseling techniques.

In defense of the *Journal*, our content analysis (covering issues from mid-1973 through late 1975) showed that we increased our usage of articles involving sales techniques by 38% and articles on options and programs by 14% . We'll continue to improve on this.

Again in agreement with the survey, the analysis showed that more emphasis should be placed on policies and regs and on career counseling. Other findings from the analysis were that women deserve more emphasis (the survey showed this, too) and less emphasis should be placed on advertising (the survey agreed). In essence, the survey confirmed what we knew last November.

What're we gonna' do about it? Well, we're pretty tickled that we've done so much with sales and options/programs, reading your needs pretty well, but we do recognize where we're falling short. We intend to let the list in the box at the left be the *Journal's* guideline for the coming year. A&SP writers will be paying attention to it, also.

Most important, we continue to solicit your ideas and your comments.

SFC Melton, we're glad you wrote to us. Any more questions?

U.S. ARMY RECRUITING and CAREER COUNSELING
journal

Vol. 29 No. 6 June 1976

Major General Eugene P. Forrester, USA
CG, U.S. Army Recruiting Command

COL E. B. Covington III
Director, Advertising and Sales Promotion

LTC Laurence W. Souville
Chief, Creative Services

Jack Muhlenbeck
Editorial Advisor

Richard E. Christianson
Editor

SFC Len Breckler
Associate Editor

PFC Ken Holder
HQ Correspondent

Leonard P. Trzeciak
Art Director/Illustrator

SP5 Willard E. Bunce
Illustrator

CORRESPONDENTS

Joseph Hanley	Northeastern RRC
Betty Talbert	Southeastern RRC
Clarice Harper	Southwestern RRC
CPT D. W. Henderson	Midwestern RRC
Esther Jennings	Western RRC

Permission is granted to reproduce any material appearing in the Army Recruiting and Career Counseling Journal, except that which is marked copyrighted. Credit is requested on reprinted articles.

DEADLINE — Photos and articles due first of each month two months prior to publication.

Phone: C: 312-926-2948
A: 459-2948

Published monthly by the U.S. Army Recruiting Command as a medium for the active exchange of ideas between persons involved in recruitment and retention for the United States Army. Use of funds for printing this authorized unofficial publication has been approved by Headquarters, Department of the Army, 23 December 1975. Controlled circulation postage paid at Milwaukee, Wisc. 53201. Views and opinions are not necessarily those of the Department of the Army. Items of interest should be mailed to:

Commander
U.S. Army Recruiting Command
ATTN: USARCASP-C (Journal)
Fort Sheridan, Ill. 60037

FEATURES

2 Letter about the *Journal*
6 The Deputy Commander, Military Enlistment Processing Command (MEPCOM) talks about his new job.
9 Examining an AFEES Operation
10 Playing games at the Baltimore AFEES
12 ASVAB goes to college
13 USAREC tests the civil service testers
14 FY 77 Ad Show
23 CAMPING: Off we go into the green, lush forests
27 IG Commendable Areas
28 Paper, Paper, Paper
29 This article could save you money
30 Let's not forget USACC-USAREC

DEPARTMENTS

4 Letters
5 Views and Reviews
15 Spotlite
16 Field File
20 Training Ideas/Recruiter Quiz
21 Forrester's Focus
22 Q-2
26 Career Counselor
31 OOE
32 Update

PHOTO CREDITS

P. 1, Jerry Kiesow; pp. 7-8, SFC Len Breckler; pp. 10-11, Art House, Baltimore DRC; p. 17, Michael Galbreath, Lansing DRC; and photo courtesy Nebraska National Guard; p. 18, courtesy *Staten Island Advance;* Salt Lake City DRC; p. 19, SFC Marty Gagen; p. 24, SFC Marty Gagen.

ART CREDITS

Pages 12, 14, 15 and 28, SP5 Bill Bunce

COVERS:

A "new addition" to USAREC and service recruiting is the Military Enlistment Processing Command (MEPCOM), as highlighted by the front cover. The back cover carries the official photo of USAF BG William P. Acker, deputy commander of MEPCOM.

Letters

Reenlistment?

In reviewing the April copy of the *Journal* I note that there is space for articles on logistics, recruiters' wives, would-be recruiters, and even Navy Recruiting, but nothing on career counseling. Not that this is anything new with this issue. My only question, or I suppose complaint, is why is it named the *Recruiting and Career Counseling Journal?* I have read this magazine for several years and have never seen, that I can recall, more than five percent of any issue devoted to reenlistment.

SGM Jerry Ingram
Career Counselor Supervisor, USACC
Ft. Huachuca, Ariz.

According to our figures, there are about seven OOEs in USAREC for every OOE not in the command; logic would therefore say that one in every eight articles we print should relate to career counselors as opposed to recruiters.

We have to point out that many of our articles have relevancy to career counselors as well as recruiters (sales-related and management-related articles, for example), but we have to admit that SGM Ingram's five percent figure is probably correct.

We believe that the problem stems from the fact that USAREC has plenty of recruiting expertise, but almost no reenlistment expertise; USAREC's soldiers are almost exclusively careerists with very few first-termers assigned anywhere. The OOEs outside of USAREC have to be the main source for articles about the reenlistment side of the job, and (once again) we invite all career counselors to provide articles on the "how to" aspects of their business.

The next comment to be heard will be "But I'm not a writer." While that may or may not be the case, just as recruiters have an A&SP shop nearby, each career counselor has an information office nearby with the same journalistic experience to help the OOE.

Articles that the *Journal* is looking for are the type that say "I did this in my unit and it worked so you might try it too," rather than one that says "Sergeant so-and-so is great, clever, dynamic, a good manager and supervisor, etc."

If you have any questions, the telephone number and address are on the bottom left of page three.

Free Ads?

Reference the article "Getting into the Newspapers." The points made are valid insofar as they go, with the exception of the opening line (There ain't no such thing as free advertising!).

There is an abundance of free advertising available in many areas, just waiting to be put to use. I am referring to those two hundred or so locales where the demonstration teams, the Golden Knights and the Silver Eagles, will perform in 1976. The demonstration teams can give you an opportunity for first contact with hundreds of potential recruits who might otherwise never meet an Army recruiter.

The coverage on a demonstration team is almost beyond belief. I can speak with firsthand knowledge only about the Silver Eagles, but I am sure the Golden Knights' coverage is comparable. In 1975, the Silver Eagles had over 5,000 column inches of news print, much of it on page one. On two different occasions, the team received a full page of photo and copy coverage in towns where they only stopped for fuel! On the morning following the Silver Eagles' arrival in Milwaukee, the banner headline of the *Milwaukee Sentinel* was replaced by an eight column, four inch deep photograph of the team performing one of its arrival show maneuvers.

Free electronic media coverage is also available to these teams and to the recruiters in the areas in which they perform. The Silver Eagles received over 15 hours of television and 57 hours of radio coverage in 1975. This varied from 15-second spot promos to a 30-minute segment featuring both teams on the new "Pilot's Lounge" series due to air in the fall of 1976.

If you have one or both of these teams coming to your area and you want to get the most benefit from their appearance, contact the team commanders for assistance.

There is such a thing as "free advertising."

Colonel Benjamin Powell
Commander, Silver Eagles
Fort Rucker, Ala.

Somebody one time said that in a newspaper there are only two things: that which is advertising and that which ain't, and if it isn't advertising, it's news. We generally agree.

What Colonel Powell has touched on is something we didn't stress much in the article he referred to: *news*, real, honest-to-goodness news. We talked about taking what a TV station manager might consider as a Public Service Announcement and "disguising" it as news. The Silver Eagles, and the Golden Knights are, in the most literal sense, newsmakers, and as such, deserve to receive much attention from the news media.

Anytime there is a big news event, such as a Silver Eagles demonstration, newspaper reporters scurry to report it to the fullest. The enterprising reporter gets the big story, then he goes looking for what are called in the trade "sidebars," little feature stories that have a relation to the main news story, but are still complete stories in their own right.

If the recruiter positions himself in the way of a reporter hunting a sidebar, chances are the reporter will pick up a couple of good recruiter-related stories. This can have an effect beyond the short-range target of having a story or two printed: the reporter will probably remember the recruiter as a source of future stories that can be used in his paper.

Make the most of every opportunity that comes your way.

Guidance Counselors

In the January issue of the *Journal*, Captain Donald Legg, a graduate student at the University of Massachusetts, told of his concern for the use of the job title "guidance counselor" and how it might affect the "real, certified guidance counselors" in civilian schools who must have Bachelors or Masters degrees.

The change in terminology, from "career counselor" to "guidance counselor," came about in early 1973 so that the recent high school graduate could relate *both* school and Army guidance counselors as being interested in his personal future. Another reason was that the recent high school graduate is not necessarily looking for a career, but only something to occupy him for the next few years. Maybe he will eventually make the Army a career, but at the time of enlistment, his life's work probably isn't settled.

About an academic degree for an Army guidance counselor, I'd like to relate a comment made to me by Paul Shaw, the dean of men at St. Leo College in Dade City, Fla. I didn't feel comfortable talking to college students and college graduates because I thought my high school diploma wasn't enough for academic credentials. He asked me how many years I'd been in the Army; after I told him, he said my Army experience was certainly more than enough to qualify me for a "Masters degree in Army."

MSG Darrell R. Hitt
USAREC PD Team

Views and Reviews

MG Forrester and SFC Wayne Stephens, gold badge recruiter from San Antonio.

As you all have probably heard, we are phasing in a new command -- the Military Enlistment Processing Command -- MEPCOM for short. MEPCOM will eventually take all responsibility for processing enlisted applicants for all services. In essence, MEPCOM is a refinement of the AFEES system.

Air Force Brigadier General William P. Acker will be the deputy commander of MEPCOM, and I will have the dual role of commander of USAREC and commander of MEPCOM. Although his command will be separate, General Acker's position will be comparable to that of the deputy commanders of USAREC.

A lot of thought has gone into this reorganization, and I am certain when MEPCOM is in full operation, it will make a significant contribution to the smooth operation of enlisting people in the armed services. Some members of the USAREC staff are being reassigned to MEPCOM. They will be joined by members of the other services to make MEPCOM a truly joint staff. I look forward to working with BG Acker and his staff and am certain the new command will be of benefit to all of us in the recruitng business.

A few words on another subject. This month we are winding up the third successful year of the volunteer Army. We have proven that the volunteer Army will work. But our job never ends. The next 15 months will be even more critical to the future of the volunteer force. The economy is picking up; we have lost some of our options and some of our resources. It all comes down to each person in this Command doing a little more to insure that we continue to meet our goals of getting not only the number of people we need, but good people.

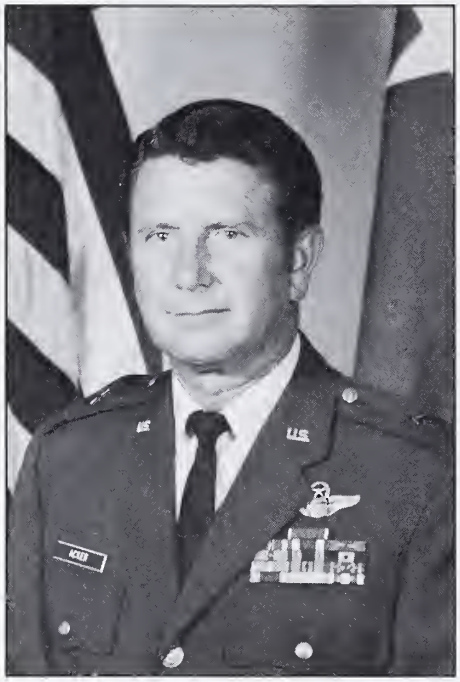
USAREC has a proud tradition. We have met every objective given to us. With your continued support and best efforts, that record will continue.

I am counting on each member of this Command to make FY 7T and FY 77 as successful as the past three years have been.

GOOD RECRUITING!

EUGENE P. FORRESTER
Major General, USA
Commanding

The Deputy Commander, Military Enlistment Processing



Since my arrival at Fort Sheridan, I have been monitoring the organization of the Military Enlistment Processing Command (MEPCOM) and attempting to gain a clear understanding of the quality control aspect of the accession system. Part of my orientation has involved visits to the AFEES and to the recruiting districts and detachments which the stations support. During these trips, I have been impressed by the professionalism and the caliber of people I have met in the recruiting offices and in the AFEES.

The mission of MEPCOM is to be responsive to the recruiting forces and to the service applicant while insuring adherence to the quality standards established by each service. In this regard, I forsee change being made only when we find a proven better way.

My first five weeks have already shown me that this assignment will be the most enjoyable and challenging one of my career. It offers a rare opportunity not only to build a new command, but also to make a significant contribution to the continued success of the all-volunteer force.

I solicit your full support and new initiatives as we work together to accomplish the challenging tasks that lie ahead.

WILLIAM P. ACKER
Brigadier General, USAF
Deputy Commander,
Military Enlistment Processing Command

Command talks about his new job.

R&CC Journal: General Acker, what is "MEPCOM"?

BG Acker: MEPCOM is the acronym for the Military Enlistment Processing Command. Formerly, it was the Armed Forces Examining and Entrance System Command, AFEESC, but this was too close to a similar organization — AAFES, the Army Air Force Exchange Service. We felt that having AAFES, AFEES, and AFEESC was a little too much so we made the change. Eventually, the AFEES will probably become MEPS — Military Enlistment Processing Stations, but we're not going to rush into this. It should occur over a period of time without costing any additional money. As signs, forms, and letterhead stationary are reordered, appropriate changes can be made.

Journal: What will the command structure look like?

BG Acker: The organization chosen to provide supervision for the 66 AFEES was one of several options. It requires 131 people at the headquarters and 30 in each of three sectors. Some functions will continue to be performed by the USAREC staff but this should pose no problems since General Forrester is the commander of both MEPCOM and USAREC. My position will be as the Deputy Commander of MEPCOM; similar to that of the two Army brigadier generals who are the USAREC deputy commanders.

. . . the three sector boundaries are of our own design. . . .

Journal: How will the new organization affect things such as boundaries?

BG Acker: The three sector boundaries are of our own design, based on workload and span of control. They don't match Army, Navy, Marine, or Air Force recruiting boundaries. However, there is a study underway to establish common AFEES boundaries that are acceptable to all recruiting services. The ultimate goal of this action is to stabilize processing workload among AFEES and, insofar as possible, have each AFEES commander supporting only one recruiting commander from each of the recruiting services. Right now, we still have over 3,000 counties to work with; however, the services see the advantage of common boundaries so they are working with us.

Journal: Speaking of changes, will the recruiters from the various services and AFEES personnel notice any major changes?

BG Acker: I don't think there will be any major changes in the management of AFEES. For one thing, I find the AFEES are very well managed right now. That's because we have some good, first-class people in this AFEES organization. All the services have. I don't look for major changes in any of the AFEES, or, hopefully, any loss of service for the recruiters. If there is any change, I hope it will be better for the recruiters and the applicants.

If we find we can do a better job, give better service to both the recruiter and to the applicant, then we'll make changes. Those things which are proven effective, we'll keep.

Cost effectiveness and efficiency is not the bottom line. We are to be of service in making the mission. We'll do that in the most cost-effective and efficient way we can. I don't make changes just for the sake of making changes.

Journal: How do you think the other services will receive MEPCOM?

BG Acker: Part of the reason we're going into this new system is the fact that there were some problems with the other services in that they perceived they weren't getting quite the same treatment as the Army. This was because all the AFEES were being run, managed, and operated by the Army. Not only that, they were operated by the Army regional headquarters. So it was even further down from this headquarters, even though there was a Production Management Directorate at USAREC. In some cases, they may have had some real problems, one service not getting quite the same service as another. In most cases, I believe, this was more perceived than real. A lot of the problems I have looked into tend to show me that all the services were treated equally.

Journal: How is this reorganization affecting the other services in terms of manpower?

BG Acker: The other services are being asked to put more money and manpower into the MEPCOM system. For example, the Air Force had five AFEES commanders, but after 1 October, they will have 13. The Navy and Marine Corps increases will be about the same. Previously, the Army was carrying the load, but now the other services will be picking up their share. We will have complete equality in representation and services.

Journal: We've got an article in this issue on the "Automated AFEES." Would you care to comment on the future of this experiment?

BG Acker: Some initial impressions are that it is an expensive piece of equipment, and I like it. It was basically designed to automate the medical testing portion of the AFEES. Now we're considering expanding it to all the processing and the mental testing. Because of the additional work assigned to it, I'm not sure we've made the proper tradeoff between people and equipment. For instance, we have some expensive equipment that does a good job, but requires additional manpower. Normally you think of an automated system that can release some manpower to do something else. It has many advantages, however. As far as the individual is concerned, it cuts down the time for him to fill out the paperwork. I like it, but I think it's very expensive, and we need to look at improving its application. Eventually, it will be an asset to the command but it needs some more testing and refining.

. . . we need to look at improving its application.

Journal: Can you give us some information about your background?

BG Acker: Prior to my arrival at Fort Sheridan on 22 March, I was the Vice Commander of the Air Force Military Personnel Center at Randolph Air Force Base. However, most of my previous experience has been flying tactical fighters, primarily the F4 "Phantom," and serving at the various staff levels. One of the nice things about a joint assignment is the opportunity to renew old acquaintances: Colonel Archie Cannon, the USAREC chief of staff, and I attended the Armed Forces Staff College together.

Journal: In a nutshell, what will your job be?

BG Acker: My job will be to insure the AFEES stations are managed to the best interest of all services.

Examining an AFEES Operation

By CAROL MASEK
Cleveland DRC

"Breathe in — hold your breath — OK, next . . . ." are the sounds of the Medical Section of the Cleveland AFEES on any busy morning.

The AFEES commander, Lieutenant Colonel Richard H. Hummel, invited me to visit his medical section to see firsthand the managerial abilities required to maintain a daily flow (averaging 85 applicants needing full physicals, with an additional 100 medical inspections).

Considering that the full strength medical force is only ten people (four military and six civilian) it is amazing that the medical testing is completed at all, much less done in a courteous, helpful manner. Since there are not enough medics to man each station, the factor that makes it all possible is that everyone is cross-trained in each others' specialties.

I wanted to learn how the medical processing is accomplished, so I followed applicants through the stations. At 7:15 a.m., LTC Hummel began by briefing the 63 men and 11 women present on what the day would entail. Then each was instructed to complete the five medical forms in their folders. During this time, from 7 to 8 a.m., Dr. Leopoldo Palad, the AFEES doctor, and several medics were conducting inspections of about 75 more people who were going on active duty that day. This inspection is required of all applicants who had their physical test more than 72 hours previously.

Back to the briefing room: To establish a smooth flow through the stations, it's necessary to set priorities as to whom is tested when. Some applicants are there to physically and mentally test. These go through the basic height, weight, chest X-ray and urinalysis procedures first, and then are whisked off to begin their written tests by about 8:30. They return at noon for the remainder of their physicals. Second priority goes to those physicalling and shipping; third to physicalling and DEPing; last to those physicalling only.

In addition, all procedures are planned in accordance with the time that the civilian fee-based physician will be at the AFEES to assist Dr. Palad.

After the briefing, at 8 a.m., the women go to their own screening and waiting room (complete with TV).

Because there are usually too many men to fit into their dressing room at the same time, they are divided into two groups for their examinations. Chest X-rays are given at the start of the physicals so there is time to develop the X-rays for the radiologist's interpretation.

While the men's general physical condition is being checked by Dr. Palad, the women are receiving vision, blood pressure, hearing and blood tests. The doctor examines the women while the men finish up their tests.

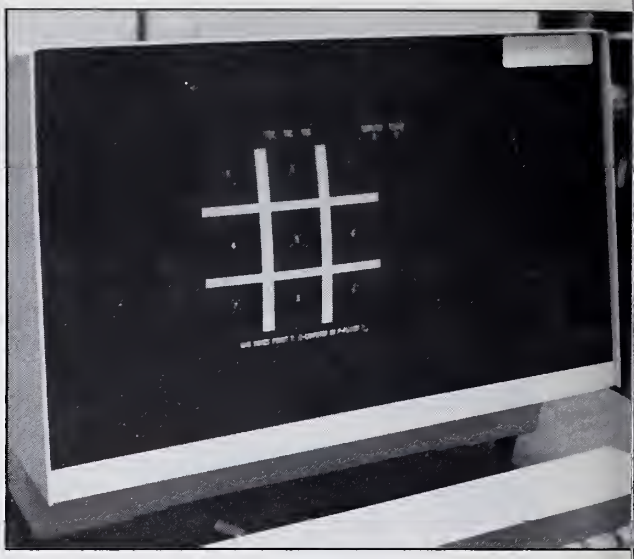
As one group of medical examinees is finished, one of the doctors sits with each individual for a personal evaluation of the final medical results. Because this personal attention is provided, applicants do have some waiting time. Here the doctor will ask for a medical letter, if required, because he must depend in many cases on information from the physician who performed particular medical treatment. This is because quite often the applicant does not have the necessary details of the medical problem and because AFEES is operating on a budget that precludes extensive funding for medical consultations.

If a person is disqualified for any reason, he is counseled at three different points during his examination: when the disqualification is first found, during his consultation with the doctor, and by Hospitalman 2d Class Robert E. Brown, a Navy medical specialist.

One of LTC Hummel's major concerns is that each applicant is treated in a manner that will make for a pleasant visit at AFEES. As new enlisted personnel are assigned to his command, he often sends them through the medical section incognito to help him determine if there are any snags in the system. Applicants are also given questionnaires to complete at the end of their stay to get positive and negative feedback.

Another of his major concerns is the cost effectiveness of the medical operation. He is proud of the fact that since he took command, the cost per examination at Cleveland AFEES has been cut in half. His January-June 1976 budget of $31,000 must cover the 9,000 examinations programmed for that period. In January, the cost per physical was $1.14 (exam), $.97 (consultation) and $.30 (supplies) for a total of $2.41, the lowest in Midwestern Region.

But, while cost is significant, the most important aspect of the AFEES medical section is that it is made up of people who are doing their jobs and doing them well.



Playing

Where can you play games on company time without getting docked for it? Computer operators at the Baltimore AFEES are encouraged to do so as part of the training program at USAREC's only "Automated AFEES."

Story and photos by
ART HOUSE
Baltimore DRC

The women who staff the data communications room of the Baltimore AFEES were recently caught, red-handed, playing games with their office equipment. They were commended.

Baltimore's Armed Forces Examining and Entrance Station is probably the only facility where operators are openly encouraged to play tic-tac-toe, prepare horoscopes, and work word puzzles with their office machines.

The "games" they have been playing on government time are part of the training program designed to make them proficient on the computer equipment which, some months ago, made Baltimore the nation's only "Automated AFEES."

(For a detailed examination of the history of the Automated AFEES project, and its day-to-day operations, consult "In Baltimore is the Automated AFEES," which appeared in the October 1975 *Journal*.)

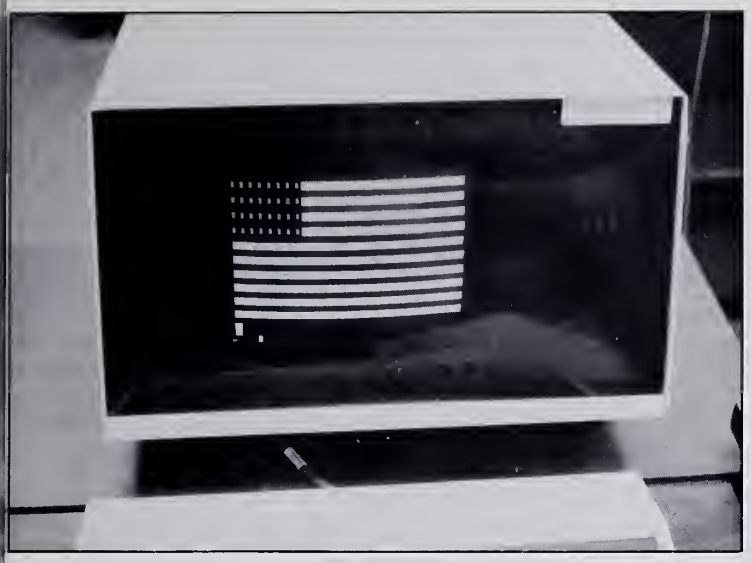
Automated AFEES is a test program, operating at the Baltimore site. Under the project, all data pertaining to service applicants processing through the station is recorded, stored and transmitted to higher headquarters by computer. The staff of the station has found that their automated helpmate, a system utilizing Digital Electronics Corporation's DPD 11-40 computer, has expedited their work and made it remarkably more accurate.

"In the old days, it used to take us up to ten minutes to score the mental test," said Major Roy Kimerling, Baltimore AFEES commander. "Now," he noted, "it takes about a minute."

Optical scanning devices read each applicant's test, the system tallies things up, and spits out both raw and derived scores in about 60 seconds. Machine test scoring is only one of the system's capabilities.

Accuracy in reporting enlistment processing information is another big plus which the Baltimore people quickly noted. According to MAJ Kimerling, "The data going to USAREC is just super. Our error rate is down below one percent."

Miss Carol Bisco, senior clerk typist in the station's data communications room, is one of those "game players" who cut her data processing teeth on the training games built into the system. She noted that, games aside, the Baltimore AFEES error rate has been drastically reduced. Under two previous, manual systems, the stations



games at the Baltimore AFEES

ran up error rates as high as 16-18 percent.

Using TV-like cathode ray tubes, Miss Bisco and her co-workers watch the data they type into the system being visually displayed on a screen. They can identify and correct errors right then.

This error-correction capability assists other AFEES workers as well. In the old days, errors on enlistment contracts usually required starting over again. With the new system, corrections take a matter of seconds.

Miss Bisco observed that use of the Automated AFEES system has cooled things down, a bit, in her shop. "The pressure has all but disappeared. Overtime has been cut back, too."

The Automated AFEES program has not proven to be all things to all people. "There have been some bugs," according to Air Force Captain Jeanne Worthington, Baltimore's processing officer. She remarked that, overall, "the system has considerable potential, and I think it's a solid accomplishment."

One of the minor bugs was noted by CPT Worthington's boss, MAJ Kimerling. He recalled a problem with the completed enlistment contracts that the system prints out at the end of each applicant's processing, all ready for review and signature.

"It seems that the perforations between forms were too closely spaced. We'd rip off a completed form and tear into the next one," the major observed.

"For a while, there, we lost one form for every good one we prepared."

A few adjustments, though, and things were set straight.

Jim Munson, representative of the system contractor, Computer Sciences Corporation, looks forward to full utilization of the program's capabilities, not all of which are presently being exploited.

Mr. Munson stated that the system is designed to obtain a broad demographic data base, and subsequently retrieve all sorts of information that will assist command and service-level staffs to analyze their applicant market.

"Right now," said Mr. Munson, "a very simple data base is being collected."

Since its inception, the Automated AFEES program was conducted by the Electronics Systems Division of the Air Force Systems Command. It is a test project and the Air Forces' role terminated this spring. USAREC has decided to run a longer evaluation of its own so Baltimore's Automated AFEES will continue in mechanized operation at least through October 1.

What happens then? No one knows for sure, but all observers noted that the Baltimore project has been beneficial.

Joe Manuel, a computer specialist with USAREC's directorate of information communications systems management recently stated that the Baltimore project "has saved us three to five man-years in systems design work," regardless of whether the system, as is, is adopted for permanent use.

Will Baltimore get to keep its computer system after October 1? Will selected other AFEES, or all AFEES soon join in, and watch error rates, overtime and back-shop pressure drop off? No one knows for sure just yet.

While all the returns are not in, Captain Worthington of the Baltimore AFEES knows which way her ballot reads.

"I vote to keep it," she said.

ASVAB goes to college

By BARBARA SAIMONS
Houston DRC

Recognizing the necessity of guiding first year college students in the selection of a course of study and a career field, Lamar University in Beaumont, Tex., has developed a unique new course.

Psychology 120, "Psychological Processes in Career Selection," was written by Dr. Myrtle L. Bell, head of the university's psychology department. Designed to determine interests and evaluate the factors leading to career selection, the course includes administration of standardized interest inventories, lectures and exposure to actual employment situations — in addition to the academic offerings of the university.

Having read a newspaper announcement of the new course, Captain Thomas Tarbutton, commander of the Beaumont recruiting area, offered the Armed Services Vocation Aptitude Battery for use as one of the interest inventories. He discussed the idea with Dr. Bell and ASVAB was scheduled as a requirement of the course. Additionally, the test will be available on a voluntary basis to students not in the course by scheduling through the counseling office.

Among the occupational and educational resources also made available to the university were the Army's *Educator Package*, the *Military-Civilian Occupational Sourcebook* and the *Army Occupational Handbook*.

During his discussion with Dr. Bell, Captain Tarbutton stressed his desire as an Army representative to acquaint students with Army opportunities. He assured Dr. Bell that there will be no effort to recruit individuals. In this spirit, Dr. Bell invited Captain Tarbutton to be a guest lecturer in the spring course.

During the first semester, however, once the interest and aptitude inventories were administered and interpreted, the students attended lectures in at least three colleges within the university to learn of academic offerings in their areas of interest. They then spend six hours with at least two business or professional organizations in their interest areas — including the U.S. Army.

As a guide to the students, Dr. Bell devised an employment appraisal form, providing questions which outlined employment factors students should consider. This form helps students rate and rank areas such as physical and psychological factors, company policy, advancement and job security.

Says Dr. Bell in the appeal appraisal form introduction, "Numerous factors influence a person's desire to pursue a career in a particular field. How an individual responds to any specific situation depends upon what he brings into the situation in terms of his awareness of his abilities, attitudes, skills, interests, understanding, desires and habits."

One student enrolled in the first course was surprised and apprehensive when the Beaumont Recruiting Station appeared on her list of employers to visit. Her initial fear and embarrassment were overcome quickly when she learned of the variety of career fields open in the Army. While her career choice may not include military service, she acquired an appreciation for the Army's contribution to the nation and the individual options available.

And that, in a nutshell, is the purpose of Psychology 120. The success of the course's first go-around can be measured by the 50 percent who selected their major upon completion of the course. If the spring offering is successful, the vice-president will recommend to the university president that the course be made a permanent part of the curriculum.

One off-shoot of the course — Lamar University has a "credits-in-escrow" program which allows high school students to accrue credits prior to enrollment in the university. If Psychology 120 becomes a part of the curriculum, it will be available to high school students under that program.

Dr. Bell agrees that such a class would be valuable in helping high school seniors select a career. "While many high schools offer a distributive education program," says Dr. Bell, "I believe the part-time student employment such programs offer is designed more to give financial assistance rather than a comprehensive overview of alternatives."

Where similar career courses are not available in the high schools, vocational counselors might be receptive to participating in an Army-sponsored program to illustrate the wide choice of options. Such a cooperative venture could be valuable, particularly in areas situated near an Army installation. There students could spend time observing soldiers actually performing duties in their areas of interest.

USAREC tests the civil service testers

by LEW CARDWELL
AFEES Management Directorate,
HQ MEPCOM (Prov)

How do you get a job with Uncle Sam? Or, for that matter how do you get a license to operate a radio? Or to fly a plane? You gotta take a test.

The federal government is one of the largest test administrators around. If you want to try out military service, you gotta take a test administered by USAREC. If you wantta be a civilian employee, you gotta see the Civil Service Commission and be tested. For a radio operator's license, see the Federal Communications Commission. To fly a plane, get tested by the Federal Aviation Administration.

If you live in a remote area or small town, probably the only test you can take conveniently is the Civil Service Commission civilian employment tests. For other tests you must travel to a larger metropolitan area.

Several years ago, the Civil Service Commission solved the problem of distance by hiring qualified test administrators on a part-time basis. The majority of these part-time employees are school teachers or qualified housewives living in these areas. Training has qualified these administrators to be proficient in their part-time positions. Tests are given anytime they are needed, some in the evenings, some on the weekends and some during the daytime on weekdays.

But how about military testing? Why should the federal government give a test for civilian employment in one location and have an applicant travel to another for military service tests?

This question occurred to SMSGT Hobart Allen, operations superintendent of the 601st USAF Recruiting Detachment, in 1973. Why not use the civil service test administrator to give tests for other agencies? It would certainly be more convenient for the applicants and recruiters. He discussed this with the local civil service test administrator in Oregon. In 1974, he discussed it with his detachment commander, LTC Marion Faseler.

As a result, SMSGT Allen submitted a suggestion and LTC Faseler prepared a staff study concerning the feasibility of civil service administrators doing applicant testing in locations throughout western Oregon and Washington. This study concluded that the Civil Service Commission *could* provide the additional testing service with their testers to benefit the Air Force, Civil Service Commission and USAF applicants.

The Air Force would benefit from the reduction in applicant travel to a test site and the savings in military personnel costs which could be used for recruiting activities. The Civil Service Commission would gain by better utilization of their established testing program. The applicant would gain by the convenience of taking the test close to home.

On April 1, 1975, an approved pilot program was initiated in western Washington and Oregon. The program was a complete success and authority was given to continue the program through December, 1975.

Copies of the final report of the pilot program were provided to USAREC and the Navy Recruiting Command.

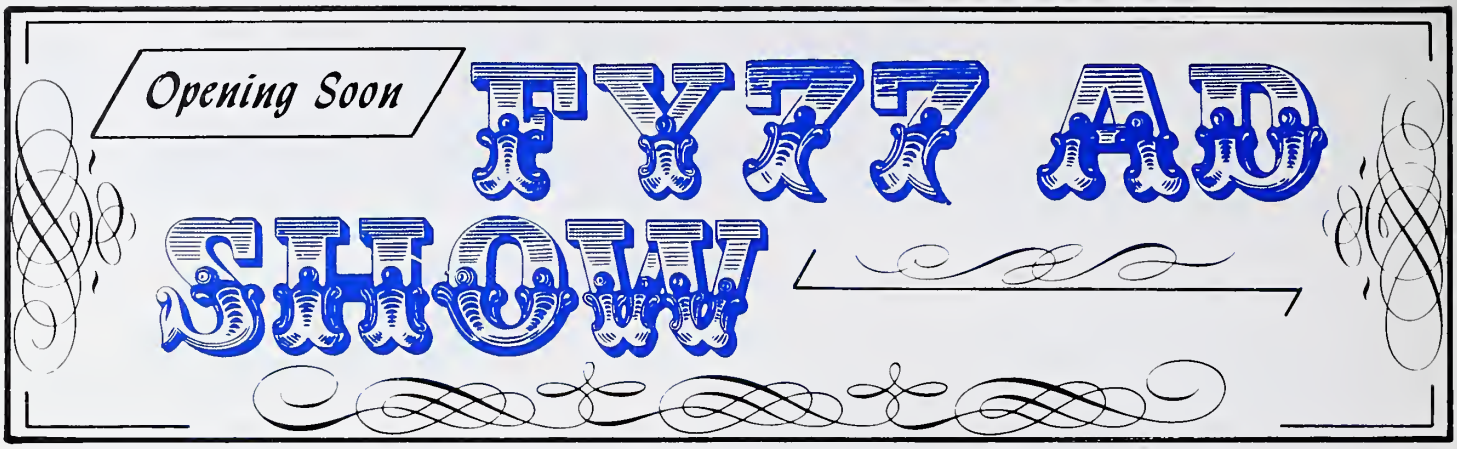
In December, 1975, a memorandum of agreement between the Department of Defense and the Civil Service Commission tasked USAREC to expand the concept in the Northwest and in another region for evaluation. In addition, institutional testing is to be included.

The evaluation began in the Northwest in January and is being expanded to Midwestern Region in July. Initially, MET sites and AFEES will be used by CSC test administrators with expansion to all civil service sites and institutional testing. It is planned that eventually a recruiter can get an applicant tested just about anywhere or anytime there is a civil service test administrator available. Some of these tests will be given in the evenings or on weekends, as desired, to assist applicants who are in school or working.

Initial reports from the Northwest indicate that the expansion there is receiving the enthusiastic support of almost everyone with very few problems. Testing at remote sites this winter was reliable and professional. According to WRRC reports, "testers at remote locations do not have to contend with bad weather, accidents or any other interfering events. The proximity of the tester to the recruiters builds rapport and allows for changes in scheduling to correspond with testing requirements. As a result, there have been no late sessions, no missed sessions and fewer sessions where applicants failed to arrive."

Colonel Faseler has joined the forming MEPCOM and will take part in the expansion of the program to the Midwest.

What about the other federal agencies and their testing? The Chicago Civil Service Commission has another evaluation program going. They are administering the Federal Communication Commission tests for radio operator's licenses, and who knows, one of these days, it may be possible to get all the government tests at a single federal agency in your hometown.



Before a play opens on Broadway it usually has a run in New Haven to iron out the wrinkles. Likewise, when N.W. Ayer/ABH International, the Army's ad agency, is ready to unveil its new campaign, it has a tryout at Ft. Sheridan. This year's dry run took place on April 14 before the CG, his HQ staff and the RRC commanders and their A&SP chiefs.

The opening night performance, scheduled for presentation before the Advertising Policy Council in late May at the Pentagon, is basically the same show (with USAREC's recommended changes). The reactions of this distinguished audience, consisting of the Assistant Secretary of the Army for Manpower and Reserve Affairs, the Deputy Chief of Staff for Personnel, the Chief of Information and various other members of the Army Staff, will determine the final look of FY77 Army advertising.

The program's scenario began to take shape during a preliminary briefing at Ft. Sheridan last winter. At this briefing the agency was given some information, including:

- CG's personal guidance
- Advance guidance from ODCSPER, DA.
- Detailed information on FY77 planning factors
- Updates on the most recent market research
- Fiscal and program guidelines from A&SP staff.

What did that guidance consist of? Mainly, the Ayer force was told that there was going to be a change in direction. In the advertising of the last couple years, there has been strong emphasis on jobs the Army has to offer. Guidance now is that the Army is to be presented as offering *more than* a job; the Army is also a place where the young American can be of service to his or her country. Being a soldier means that each individual in the Army recognizes that his or her service is needed in the defense of our nation.

Army advertising will be directed at the young person who thinks of the Army in terms of a "profession" — not just "a job."

What will the new ads look like? Too early to say. At this writing the meeting with the Ad Policy Council has not taken place. The agency cannot go ahead until approval has been given by this group. But maybe we can pull back the curtain just a little and catch a glimpse of some of the broad concepts.

N.W. Ayer recommends that campaign continuity be maintained, that is, "Join the People. . ." should remain. The volunteer Army is a success; people *have* joined; and young people are *still* being asked to join the quality people who have come into the Army. That much has not changed.

The agency also recommends that the "real soldier" look of Army ads be retained. If you recall the Vince Lombardi look-alike sergeant (1ST SGT Ronald Raymond) from last year's ads, you'll have a fairly good idea of what Ayer means. In that ad Raymond says, "I believe everybody has an obligation to serve their country in some way. If they choose the Army, it's guys like me who help them fulfill that obligation." The idea of service to country is strong, as is personal challenge. It's a good bet you'll be seeing more ads of this general drift.

A change you might look for is one brought on by budgetary cuts. Major General Forrester has spoken of the "penalty of success" that we are currently paying. It goes like this: the volunteer Army is working; the recruiting effort is costly; how much can the Recruiting Command do without and still maintain its operating effectiveness? It's a natural phenomenon and perfectly proper.

To this point, some of the resources which have gone by the way include: the two-year enlistment, bonuses, canvassers, and parts of the ad budget. In response to the last one, the agency recommends some actions to stretch our advertising dollars, including more extensive use of one-page magazine ads (as opposed to the "two-pagers" of this year) in the new campaign. A new and more flexible format will make it possible to do this without loss in our ability to get the message across.

But enough speculation. Before long you'll know the whole plot. And when the show goes on the road in FY77, you'll be able to see the whole thing for yourself.

Spotlite

Recruiting from a hospital bed

Recruiters are an ingenious breed. They have an uncanny knack for being at the right places (*where* the action is) at the right time (*when* the action is). Of course, this leads to recruiting in some pretty strange places. Perhaps the strangest was that from which SSG Kenith R. Bixler recruited.

A severe automobile accident, resulting in months of hospital care and home recuperation, didn't keep Kenith, a Liverpool, N.Y., recruiter from bringing people into the Army. In fact, while in the hospital, SSG Bixler even managed to recruit one of his bedside visitors!

According to Bixler's boss, SFC Taylor B. Garrett, all during Bixler's recuperation young men and women kept coming into his recruiting station specifically asking for Bixler. Why? As Garrett sees it, the stream of visitors was due to Bixler's well-established recruiting programs and methods. The flow of applicants didn't stop just because Bixler was out of the office.

Kenith himself doesn't seem too surprised that his reputation kept up enlistments in his name. "They all know me in the two high schools I work," he observed. "In fact, I have met almost all the students at least twice by the time they're juniors."

Prior to his accident, Bixler visited his schools often, and made sure he was always ready to go when a school called him. In addition, he cultivated the friendship and interest of his school's math, science, home economics and industrial arts teachers. These people can furnish as many leads as a school's guidance counselor. "I've gotten some carpenters and plumbers for the Army through my contact with the industrial arts teacher," Kenith reports.

He approached these teachers not specifically as an Army recruiter but as a representative of the Army. Then he asked them "What can I do for you as an Army representative?" This approach led him to help a home economics teacher's year-long program by putting her in contact with people from an Army film library. "As a result," SSG Bixler said, "she borrowed a full set of Army chaplain films on marriage and family living — something she was extremely grateful to have."

Staff Sergeant Bixler's rapport with high school teachers was best illustrated when several of them visited him in the hospital. Some area students came by also, and that's when he did some bedside recruiting. "Several of my DEP recruits came down to see me one day just as I had gotten out of the intensive care unit. They brought along one of their friends. Naturally the discussion came around to the Army, and pretty soon I got their buddy to join up, too."

Now that Kenith is well on the road to recovery, what are his plans for the future?

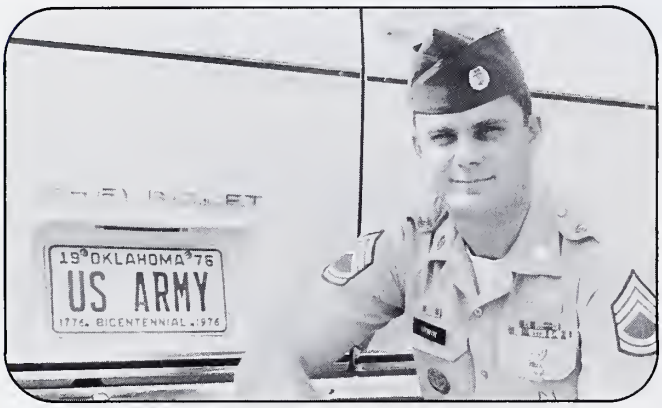
"After some convalescent leave back in Arkansas, I'll return to the Syracuse DRC as a guidance counselor at the AFEES. I'm really looking forward to that." He noted that he likes working in all phases of a given job and then moving on to learn something new. Eventually he wants to become a station commander in a multi-man station.

In a hospital perhaps?

Not if he can help it. It was a nice place to visit, but he wouldn't want to work there.

Field File

HAVING A LICENSE to prove you're 100 percent U.S. Army is the way that **Sergeant First Class Chuck Irwin** grabs people's attention.



SFC Chuck Irwin beside his attention grabbing license plate. When people stop to ask about the plate, Chuck tells them about the Army.

Irwin's van has a license plate on the back that reads "US Army" and one on the front that reads "US Army Recruiter."

"Everybody I pass is going to know I'm in the Army," says Irwin. "People stop me and ask about the plate, so I get to tell the Army story to some people I might not otherwise get a chance at." (Oklahoma City DRC)

"THAT'S AN ARMY BAND?" were the general thoughts expressed by the students of Potosi High School, Potosi, Mo., when they heard the 399th Army Band from Fort Leonard Wood.

"I thought they would come out and play all marches," said one student. "But I never thought they could play this well."

Another student said, "I thought they would be so strict, but they really improvised a lot."

The Army band started out playing by themselves. After lunch, however, they joined with the Potosi High School band to play some of the school's songs.

The stage band took over from there and it was their lively tunes that really got the students rolling.

For one of the band members, **Mike Beck**, playing at Potosi brought back some old memories. Mike is a graduate of Potosi High School. After seeing Mike in the band a lot of students were more interested in learning more about the Army. (Melani Partain, St. Louis DRC)

THE AMERICAN WOMAN was officially recognized as a part of the regular Army on June 12, 1948. Known first as the Women's Army Auxiliary Corps, it was originally formed in May, 1942.

An interesting and little known fact is that one woman, **Deborah Sampson Gannet**, served in the Continental Army for three years as "Robert Shurtliff." She gained a reputation for coolness and courage in action, and she participated in many daring exploits.

During the Yorktown campaign she became ill and her sex was discovered.

Miss Gannet was discharged from the Army and received a letter of commendation from General George Washington along with a bonus. In later years she was invited to the Capitol, where Congress voted her a pension and a grant of lands. (Meda Usry, Jackson DRC)

RANGERS IN JUNGLE FATIGUES, a Golden Knights' film about parachuting and a boa constrictor mascot were part of a special program provided for high school seniors at the National Guard Armory in Jacksonville, Fla. Two chartered buses had brought most of the Tampa and Orlando students more than 150 miles.

"The program is a good thing to impress a kid. He then goes back to school and sells what he has seen to his friends," said **Major Clay Harris**, Waycross, Ga., area commander.

Lieutenant Colonel Charles Ferguson, Jacksonville DRC commander, in his welcoming speech to the students said, "Today's program will give you the opportunity to talk with soldiers and to become familiar with Army equipment and ideas."

Of the 88 seniors who came to the "hands on" Army day, 62 of them enlisted. (Charlotte Jones, Jacksonville DRC)

A GOOD AD NEVER DIES . . . it improves with age. That's what the people at Western Region thought when they received an eight-year-old coupon in the mail.

Stephanie Sprague was nine when the ad was discontinued. When the people at regional headquarters saw the ad they contacted Stephanie immediately and furnished her with literature on the qualifications for the Army Nurse Corps.

When asked why she kept the ad so long, she said, "I saw the ad when I was a little girl and I knew

I wanted to be a nurse even then. When I saw that ad I just thought it would be a good place to start, so I kept it. Besides, I thought the Army would give me a chance to see some country I had never seen before." (Esther Jennings, Western Region).

MICHIGAN RADIO listeners now frequently hear country music performers telling the Army story. **Sergeant First Class John Abernathy**, Lansing DRC assistant operations sergeant, and 15 members of the Association of Country Entertainers (ACE) recently taped Army PSA spots backstage at the Grand Ole Opry in Nashville.

SFC Abernathy presents country music star Hank Snow with an appreciation plaque from Lansing DRC.

The ACE members who gave their time included such top stars as **Roy Acuff, Grandpa Jones, Jim** and **Jesse, Barbara Mandrell** and **Bob Lumen.**

During a recent Grand Ole Opry performance SFC Abernathy took the opry stage before a capacity audience. After a brief talk in which he thanked the performers, he presented **Hank Snow** with a plaque of appreciation from Lansing DRC.

Even though Abernathy is not at present an active recruiter, he still contributes a little extra help to the field recruiter. (Michael Galbreath, Lansing DRC)

STARTING OUT as an honorary recruiter is how some DEPs start their Army career. **Sergeant First Class John O. Gentrey**, station commander at Bogalusa, La., went about it just the opposite.

The 205th National Guard Engineer Battalion gave honorary recruiting plaques to townspeople who have helped out the Guard program. They gave one to Gentrey because of the number of recruits he has referred to the Guard. (New Orleans DRC)

"TAIL"-END ADVERTISING might not be everybody's idea of good advertising practice, but the Nebraska National Guard uses it to good advantage.

Getting advertising straight from the horse's mouth (or somewhere thereabouts).

The advertising is in the form of ads painted on the back of each horse trailer in a rental fleet in the Lincoln, Neb., area.

The fleet is owned by someone who would know about all the opportunities the Guard has to offer: **Major Gale Shields** of the 67th Infantry Brigade. (Nebraska National Guard)

Field File

"GUESS WHO'S COMING TO DINNER?" might have been a way to describe the way an 8-year-old Staten Island boy told his mom about an unexpected guest.

Sgt Thiemann and Charles Barresi discuss a possible future career in the Army.

Young Charles Barresi wrote a letter to **Colonel E.B. Covington, III**, Director of USAREC's Advertising and Sales Promotion directorate, to come to dinner and "bring some soldiers and fake grenades."

Duties at Fort Sheridan prevented the colonel from making the trip so he replied by letter and sent along a fistful of recruiting give-a-ways for the young trooper.

Sergeant Donald Thiemann, of Grant's Plaza Recruiting Station in Staten Island, contacted the local newspaper and decided to make the delivery of Colonel Covington's letter special for Charles. He then contacted the boy's family and explained that Charlie had been designated an honorary recruiter. He arranged to bring a framed certificate and the give-a-ways to the boy's home.

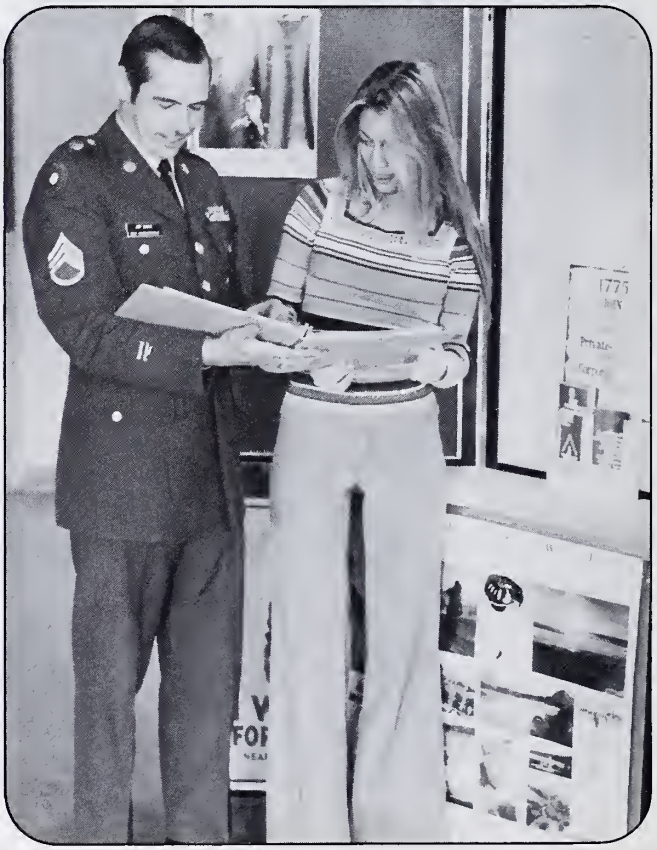
The end result was a Sunday feature article in the "Staten Island Advance" and a very happy 8-year-old boy. (New York DRC)

OVER THE TRAIL IN 48 DAYS is what a battalion of the 101st Airborne Division (Air Assault) will be doing when they retrace more than 750 miles of the Lewis and Clark trail in Montana and North Dakota.

This will be not only a part of their adventure training but will also help the recruiting effort. The men will make stops at Miles City, Billings, Butte and other cities along the way.

As a finish to their journey they will end in Missoula, Mont., on July 4th, just in time for the state fair. (SP4 Ronald Shea, Fort Campbell)

"GO TO COLLEGE and get quality applicants," said **Lieutenant Colonel William Winter**, commander of the Salt Lake City DRC.



SSG Art Davis from the Ogden recruiting station helps Val Fraley learn more about opportunities in the WAC.

With that idea in mind recruiters from the Salt Lake DRC are making regular visits to Utah campuses in an effort to reach seniors graduating into an uncertain job market and underclassmen who may want a rest before continuing their education.

Exhibits are set up in high traffic areas. (Salt Lake City DRC)

WHEN THE DRUMS ARE BANGING and the cymbals clanging during the summer months in upstate New York, you can bet there's an Army recruiter or two on hand, not only listening to the music, but judging it as well.

According to **MSG ROBERT W. ARMBRUST**, Utica recruiting station commander, the central New York area is good for about 35 field day parade contests, and that's just in Oneida County. The Armbrust team tries to get involved in the judges' booth in virtually every one of these contests, and they're always asked back the following year by various sponsoring officials.

"We've been judging parades in this area for the past three years," reports MSG Armbrust, "and the community sponsors appreciate us because we're not biased."

A typical New York field day is the annual Oneida County Firemens' Convention Parade, usually held for three days in August, in the resort town of Sylvan Beach.

Some 100 units participate in what amounts to a two hour parade, and 15,000 spectators applaud the bands that come from as far away as Pennsylvania. During the last convention, Sylvan Beach Fire Department officials depended upon six Army recruiters to judge in such categories as "Best Marching Unit With a Band," "Best Marching Unit Without a Band," and "Women's Marching Units." "We brought in a WAC recruiter from the Watertown RS to help us out with that," MSG Armbrust reports, and other recruiters from stations in Rome and Oneida assisted in the judging.

In any event, New York State Field Days officials are relying on Army expertise when it comes to judging marching and bearing in parades, and, come to think of it, the recruiters in the jury box probably look just as colorful to the crowds as the parade passing by. (Syracuse DRC)

"THEY TOOK THE BLUE FROM THE SKY" . . . . So go the words of the Air Force theme song, but **Sergeant First Class Tom Isham** of the Danbury, Conn., recruiting station got a little of that prospective blue interested in the Army green.

Sergeant Isham escorted 53 Danbury High School Air Force Jr. ROTC students on a three-day tour of military posts in the Washington, D.C. area. By the time the group returned to Connecticut, SFC Isham had interested many of them in the Army.

The students toured Dover Air Force Base, Fort Belvoir, and Fort Myer. Billeting was provided by the host installations, while the students paid for the transportation themselves.

Although only four in the group were seniors, SFC Isham already has one in DEP, and the remaining three applied for Army ROTC scholarships. (New Haven DRC)

THE BIG TEN usually refers to collegiate athletics. In Lansing DRC, however, it is a board used to show the number of recruiters who put ten people into DEP in a month.

Master Sergeant Stephen Carscadden said, "The first month after I instituted the program we only had one recruiter make it into the 'Big Ten,' but by the end of the third month, 15 recruiters made it and seven more were only one or two short for the month.

"I think the program makes for some good-natured competition," added Carscadden "and besides it helps a recruiter see how he's doing." (Michael Galbreath, Lansing DRC)

LAST MONTH Sergeant Q. "Art" Z. Rock was reassigned from Lansing DRC to his hometown of Little Rock.

Sergeant Rock is already piling up enlistments at a landslide rate.

SGT Rock is shown here interviewing an applicant.

"I try to make sure all of my pebbles get a good job," said Art, "something they can have a good solid feeling about. I've seen cases where good pebbles were treated like so much gravel, ground up by the system. I guess what I'm trying to say is I hate to see a good pebble get stepped on."

Sergeant Rock is part of a traveling recruiter team and will be sent to other DRCs in coming weeks. (Sandy LaRock, Little Rock DRC)

Training Ideas

for station commanders to use in their own professional development training. Feel free to adapt this to local needs. We recommend you file this page.

SUBJECT AREA	REFERENCES	OBJECTIVES AND/OR REMARKS
Prior Service Basic Eligibility Criteria for Enlistment	Table 2-1, C3 AR 601-210	Has a recruiter asked you lately, what mental category a "prior service" must be for enlistment? Change 3 to AR 601-210 has several changes so review it with your recruiters.
School Accreditation	Table 2-5, Note 5 C3, AR 601-210	A recruiter brings an applicant to you who has a degree from a foreign university. Where does the applicant write to have his documentation validated? How much will it cost? Review Note 5.
Waiverable and Nonwaiverable Enlistment Criteria	Chap 3, Section I and Section II, AR 601-210	Do your recruiters understand the correct submission of a waiver request, who has disapproval authority and what the validity period of a waiver is? Review the above reference with them.
Civil Offenses	Chap 3, Section III, AR 601-210	What does "expunging of the record" mean to your recruiters? Do they understand the term "adverse juvenile adjudication"? A good training session on Chap 3, Section III, AR 601-210, will give the recruiter the working knowledge he needs.

Recruiter Quiz

provides questions which are typical of those received by the PD Division of HQ USAREC. The answers are all found in the references cited.

1. What is the lowest level at which a request for waiver can be disapproved for an applicant not meeting the prescribed standards?	Ref Chap 3, para 3-4, AR 601-210
2. When is a high school graduate required to take the state GED test?	Ref Table 2-1, Rule D, AR 601-210
3. What is the maximum number of additional digits that can be used with any enlisted MOS?	Ref para 1-6, AR 611-201
4. What are the three independent phases of an interview?	Ref para 5-1, ST 12-163
5. Who is the approving authority for a waiver for a PS applicant with ten days lost time?	Ref Table 3-1, AR 601-210
6. Who determines final acceptability of applicants for enlistment?	Ref para 4-3, AR 601-210
7. If a person in the DEP is granted an extension, what is the maximum number of days that the applicant can spend in the DEP?	Ref para 4-60, AR 601-210

Joint Service School Lists

SFC David Sotomayor, Ansonia, Conn., had problems with applicants who showed interest in Army skills but who were leaning towards another branch of the Armed Forces. He thought USAREC might consider publishing a list of all Army facilities conducting joint service training. With such a list available to him, he could point to the job and say, "Why join the Navy, Air Force or Marines to attend an Army school?"

The CG felt this was a valid suggestion, so he requested that Recruiting Management look into it. While DA Pam 351-4 (The Schools Catalog) contains the list of interservice training courses, it does not identify the installation where they are taught. Recruiting Management found out that TRADOC is currently printing a memo containing a list of Army courses which are collocated and/or consolidated with other services.

Action is now being taken to obtain this list and to provide each recruiting station with a copy.

Back in the Mainstream

Sergeant First Class Ronnie D. McDorman of Escanaba, Mich., said that he had been on recruiting duty for over three years and felt there was a possibility he had lost touch with the "real Army." As a solution he suggested ". . . that when a man has been out in the field for two years, he be sent to some post for a period of 30 days to bring himself up-to-date."

General Forrester agreed in principle that this is a good idea, but also observed that nothing quite so extensive (or expensive) is now in the works. Though it was terminated by the TDY freeze in January of 1975, the Recruiter/Drill Sergeant Exchange Program was reinstated in April of this year. This program was designed to accomplish basically the same end SFC McDorman had in mind.

Thus far (through April) 40 recruiter visits have been conducted with a total of 138 scheduled. Thirteen drill sergeants have made exchange visits with another 44 anticipated. The visits, for both recruiters and drill sergeants, are for 3 day periods.

Current plans are for the program to run through 4th quarter 1976, with an evaluation scheduled during FY7T to determine the future of the exchange visits.

Recycling Old RPIs

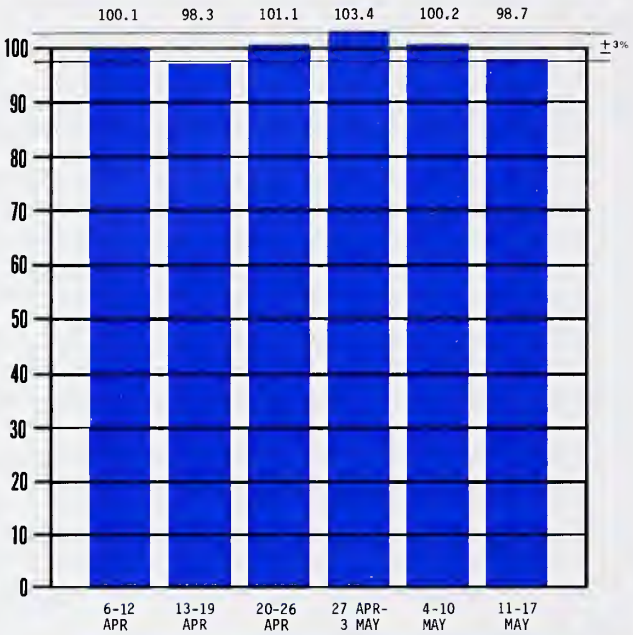
Who says advertising doesn't work? Environmentalists have made all of us conscious of litter, being "fuelish" and other resource wasting practices. SGT Deborah S. Parsons of the Anderson, S.C., recruiting station noted that USAREC wastes paper when she wrote, "Instead of throwing away obsolete RPIs, would it be possible to send them to a recycling plant? Maybe the paper could be put to other use."

A two part answer: It's a good suggestion on a small, local scale providing postage or freight charges are not required. Donating the outdated RPIs to community paper drives could make a big hit with the local folks.

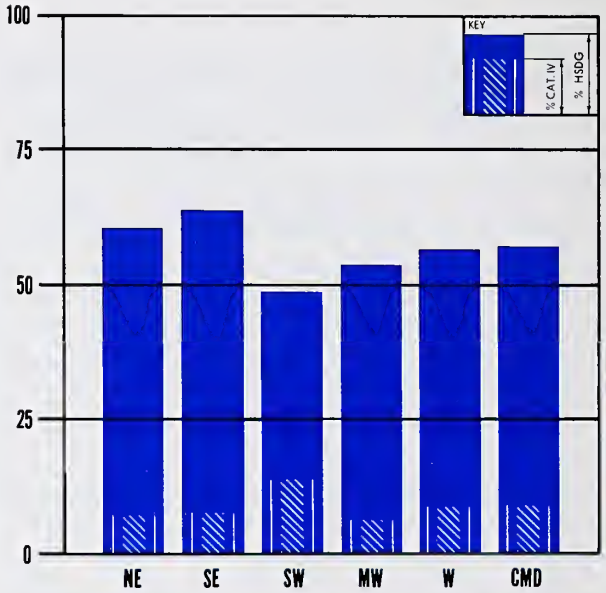
All the obsolete RPIs at the Publications Center in Baltimore are currently salvaged and recycled, so that takes care of the large quantities. But since, according to USAREC Reg 360-2, shelf material at stations should not exceed 60 days' requirements, the small amount involved locally would be quickly eaten up by postage or freight charges spent on sending them to a central location for recycling.

So, the word is, "support your local paper drives."

Q-2



Percent of weekly objective accomplished for shipping weeks indicated. Mission is accomplished when production falls within the ±3 percent floor to ceiling tolerance.



Percentage distribution of NPS high school diploma graduates and NPS male Cat. IVs by region as of 17 May

QUANTITY & QUALITY

The following is a list of DRCs ranked according to their degree of success with the weekly objective. The DRCs are listed alphabetically within categories.

(For the 35 week period 2 Sep through 17 May)

35 of 35 weeks
- Atlanta
- Cincinnati
- Cleveland
- Columbia
- Concord
- Dallas
- Indianapolis
- Jackson
- Jacksonville
- Miami
- Montgomery
- Nashville
- Raleigh
- Richmond
- San Juan
- Syracuse

34 of 35
- Lansing
- Phoenix
- Washington, DC

33 of 35
- Honolulu

32 of 35
- Denver
- Little Rock
- Long Island
- Newburgh
- Philadelphia

31 of 35
- Baltimore
- Charlotte
- Portland

30 of 35
- Amarillo
- Seattle

29 of 35
- Columbus
- Detroit

28 of 35
- Providence

27 of 35
- Beckley
- Louisville
- New Haven
- Pittsburgh

26 of 35
- Houston
- San Antonio

25 of 35
- Helena
- Niagara Falls
- Sacramento

24 of 35
- Albany

22 of 35
- Los Angeles
- New Orleans

21 of 35
- Newark

20 of 35
- Santa Ana

18 of 35
- Milwaukee
- San Francisco
- St. Louis

17 of 35
- Albuquerque
- Oklahoma City
- Salt Lake City

16 of 35
- Boise
- Chicago
- Harrisburg
- Kansas City

13 of 35
- Boston
- Minneapolis
- Omaha

12 of 35
- Peoria

9 of 35
- Des Moines

April

QIPS credits/recruit

1.	SERRC	5.542
2.	NERRC	5.330
3.	WRRC	5.249
4.	MWRRC	5.214
5.	SWRRC	5.177
	Command	5.309

Top 20 DRCs

1.	San Juan	6.101
2.	Jacksonville	5.803
3.	Raleigh	5.729
4.	Miami	5.713
5.	Columbia	5.702
6.	Boston	5.681
	Honolulu	5.681
8.	Syracuse	5.632
9.	Montgomery	5.628
10.	Concord	5.612
11.	Harrisburg	5.535
12.	Omaha	5.511
13.	Minneapolis	5.474
14.	Albany	5.472
	Nashville	5.472
16.	Atlanta	5.449
17.	Jackson	5.418
18.	Niagara	5.411
19.	Richmond	5.408
20.	Albuquerque	5.407

QIPS credits/recruiter

1.	SERRC	25.138
2.	SWRRC	19.822
3.	NERRC	19.522
4.	WRRC	17.576
5.	MWRRC	16.203
	Command	19.228

Top 20 DRCs

1.	Jackson	32.293
2.	San Juan	31.565
3.	Miami	31.474
4.	Richmond	27.895
5.	Jacksonville	26.773
6.	Raleigh	26.630
7.	Columbia	25.859
8.	Newburgh	25.652
9.	Long Island	25.437
10.	Atlanta	25.179
11.	Charlotte	24.431
	Phoenix	24.431
13.	Montgomery	24.152
14.	Honolulu	24.143
15.	Little Rock	23.813
16.	Albuquerque	23.767
17.	Concord	23.750
18.	Lansing	21.651
19.	Louisville	21.295
20.	Cincinnati	21.108

Rankings based on preliminary information received from regions. Does not include bonus credits.

CAMPING:

Off we go into the green, lush forests

By SFC LEN BRECKLER
Associate Editor, R&CC Journal

So you and the wife and kids are gonna go camping this Bicentennial summer. Good luck. You'll need luck to keep your summer dream from turning into a nightmare of wet, cold nights when you're without power 70 miles from nowhere.

Most of the luck you'll need can be stored up beforehand if you make your plans carefully before pulling out of the driveway. People who've tried camping and didn't like it just weren't prepared for it.

The May issue of *Soldiers* has an excellent article by SFC Floyd Harrington entitled "Home on Wheels," about the vehicles available for people who want to go camping. If you're planning to buy a recreational vehicle, or go for another RV in a different class, this article is most valuable.

But whatever vehicle you may have or may choose, the one thing it certainly will not have is enough room to store everything you will want to take; some of the amenities of house and home will have to be left behind. To figure out what to leave behind, strip your proposed camping trip down to the bare essentials: you have to keep your body warm, dry, fed and in the light. Anything more is luxury.

On a summer camping trip, keeping warm is mostly a function of keeping the body dry. No matter where you go, there will be some prospect of rain sometime. If you have one or more Army issue ponchos available, they will do the job; another feature of ponchos is that they can be rigged to provide shade.

Millions of additional tourists are expected in Washington, D.C., this year, and the influx has already started.

There are a lot of things to see and do, and most of them are free. But, visitors should come equipped with a high threshold of pain for parking, crowds and cost of food and lodging (not to mention availability of lodging).

Some events, such as White House tours and trips up the Washington Monument, require tickets which are limited. Also, motels and hotels have a tendency to book up months in advance. So, unless the traveller has a kindly old Aunt Maude in Arlington who is willing to provide room and board, and run around getting your tickets, a good idea is to call ahead.

Secondly, a good idea for the traveller is to plan on leaving the family conveyance in one of the designated fringe parking lots and take a bus into the city. Congestion in the District is bad, parking is difficult and certain traffic tickets cost more than a dinner in a high class restaurant.

Finally, the non-Washington-wise traveller needs to be told that summer weather in the daytime will wilt a lightning rod, so dress accordingly. And at night it is not advisable to go on casual strolls through the parks and back streets to see how the big city lives after dark.

For the insatiably curious, this summer for the first time the Pentagon will be open for public tours.

These two vehicles used by soldiers seeking the outdoors for camping are typical of many combinations available.

The pickup, equipped with such things as heavy rear suspension, oil cooler, extra gas tanks and CB radio, pulls a light trailer which expands upward, forward and backward to sleep six or eight people.

The sedan pulls a trailer of 28-32 ft. length of a type that can be configured to sleep 6-8 people also, but it has more room and luxury than the "pop-up" trailer above.

Neither vehicle could be considered an "economy champion" when towing a trailer; the pickup can get up to 11 mpg on the highway and the sedan about 9 mpg.

A raincoat or poncho for every member of the party is a necessity.

All clothes should be of the wash-and-wear variety. Most campers also include one set of "dressy" clothes for each person. Clothes that might be appropriate at a church service or for visiting the in-laws prepare you for almost any occasion that might develop. The amount of clothes to be carried will, from this point, be dependent on the space available for them.

Many of the people who found camping distasteful, found it so because of the subject of food. Because they have to be kept frozen, such things as TV dinners can't be carried. Food that isn't canned will have to be bought fresh every couple of days.

Since access to 110V electricity will probably be very limited, electric appliances have little value on a camping trip. The best cooking pots and pans are those made of cast iron because they can be used either on a propane burner or over a campfire.

To keep the dark away in the evenings, you have the choice of light from flame or from electricity (battery). Several light sources should be available:

- Coleman-type gasoline lantern;
- Battery powered lamps;
- Flashlights;
- Candles.

Light from at least two of these sources is necessary.

The more time and care expended in making sure everyone is kept warm, dry, fed and in the light, the better the chances are of a successful camping trip. From this point on, everything else that you take along has to pass two tests: first, does it have more than one function, and can it be compactly stored? The following items pass both tests:

- One or more 50-100 ft. lengths of rope. The rope can be used for securing campers in a big wind, as a clothes-drying line, or for rigging shade with ponchos or blankets.
- One D-handle shovel or intrenching tool.
- A hatchet or machete.
- A single-bit ax. While a double-bit ax is useful, it can't be used as a sledge-hammer.
- Several 1-1/2 oz. Prince Albert tobacco tins. If you don't smoke, throw the tobacco away and you have watertight, easily opened tins to store kitchen (strike anywhere) matches. Store the matches in these containers in several different locations throughout the vehicle.
- A 2-1/2 gallon container of unleaded gasoline. This gas is acceptable for Coleman-type gas lanterns and it can also be burned in your vehicle should you run out of gas. This should not be carried in a passenger compartment; it should be stored in a well-vented area.
- Plastic one-gallon milk containers filled with water. In the desert, warm water is much better to drink than no water, and warm water is better than warm soda. They are also handy for putting out small fires and for filling a dry radiator.
- Several burlap sacks. They are great for cooling soda cans in a stream.
- One or two canvas water bags that cool by evaporation. They provide cool drinking water even while crossing the hottest desert if hung outside the vehicle where they catch the wind.
- A duplicate of every fan belt and radiator hose your vehicle uses.

• A tool box with a good assortment of tools including: a large and a small locking plier (as "Vise-grip"); a large and a small adjustable wrench (as "Crescent"); several box- or open-end wrenches; a medium-duty socket set; a combination tool known as a "fence pliers" which should be available at good hardware stores; plus whatever other tool box gadgets you've found to be handy in the past.

• A metal ice cooler. Not only does it keep things cooled down, it can also be used as an extra stool or chair.

• A small whisk broom or hand broom.

• More than one good can opener.

• A shallow pan for washing dishes or clothes.

• A tow chain.

• Bug spray.

• Jumper cables.

• A 50 ft. water hose.

• A 6 ft. siphon hose.

The number of items you need from this list will, of course, vary depending on the degree of "primitiveness" of camp sites and how much you plan to "rough it" in your travels.

In camping, preparedness can be equated to making your own luck.

Campsites at Army posts

Soldiers travelling with their families this summer may want to consider staying at one or more of the 39 campsites to be found on or near Army posts in 23 states.

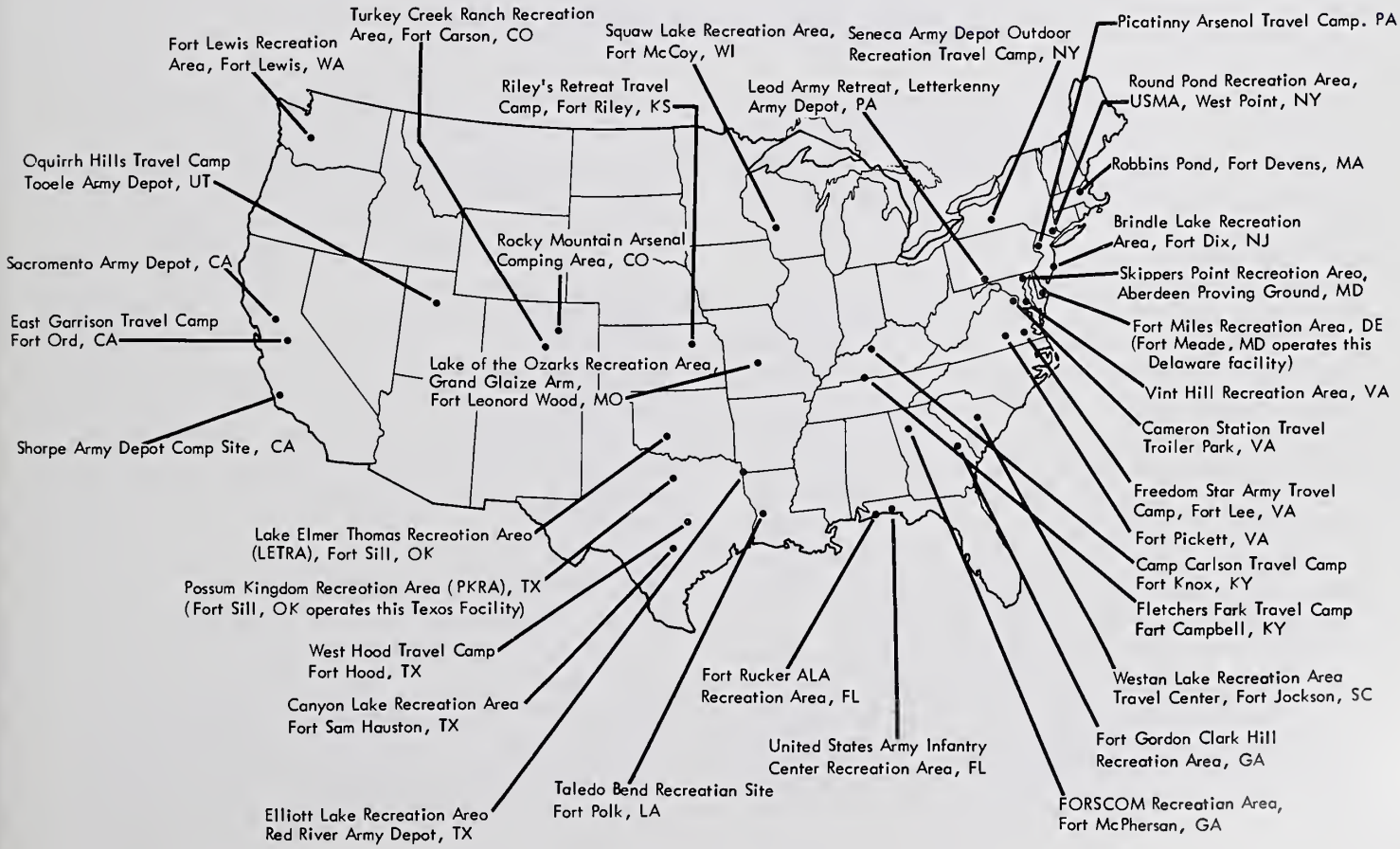
If travel plans include being near any of these areas, DA has a pamphlet full of up-to-date info with names and locations of campgrounds and how to get to them. Also included are notes on available facilities and costs of sites and rental equipment.

When and where to call for reservations is also noted. "Most of the sites accept reservations on a first come, first served basis, so plan ahead," says army recreation officials.

"Some of the campsites are located some distance from on post facilities," DA recreation services people caution, and "All areas don't offer the same facilities and outdoor recreation activities."

Army rec officials say that while usage is heavy in some areas, all campgrounds are not being used to the maximum.

In most cases retired and active duty military from other services also can use the campgrounds. To be sure, get one of the camp guides from the nearest Army post or write to HQ DA (DAAG-RE-O), Forrestal Bldg., Washington, D.C. 20314.



Controls are necessary

DA balances force with Year Group Management

By LTC GEORGE C. LAWTON
Review and Analysis Branch, DCSPER, DA

Information available to DA indicates that there may be a misunderstanding concerning the reason that first term soldiers who desire to reenlist have been separated into groups. It is important that these reasons be understood to clarify the situation and to avoid an adverse impact on the reenlistment program because of a lack of knowledge.

The significant rise in the first term reenlistment rate during FY 75 (even discounting the effects of unemployment) indicated that there would be more first termers who desired to reenlist in some MOSs than there would be requirements to meet the long-term needs of the career force. A number of controls were implemented to better balance the strength and grades within MOSs while further improving the quality content within the career enlisted force. The time at which a first termer was allowed to reenlist was pushed back from 21 months time in service to 3 months prior to ETS (unless regulations dictate that earlier reenlistment is necessary to meet remaining time-in-service requirements); this was done primarily to reduce costs, PCS moves and turbulence.

Second, reenlistment eligibility criteria were revised to insure that only the most deserving and effective first termers were qualified to reenlist.

Third, procedures were instituted under the Year Group Management Plan (YGMP) to control the flow of first termers into the career force. Although this latter action provides significant benefits to the Army as well as the individual soldier, it is probably the least understood and most controversial of the recent changes.

First term reenlistees are divided into two groups in the YGMP primarily to permit the use of management by exception techniques. It was envisioned that under most circumstances those soldiers who met all the basic reenlistment eligibility criteria without waiver, possessed a high school diploma or GED equivalent, and had a current primary MOS evaluation score of 100 or higher would be allowed to reenlist in their current PMOS; therefore, the authority to approve reenlistment of these soldiers, (designated Group I), was allowed to remain with the unit commander and reenlistment may be accomplished upon receipt of a reenlistment control number from MILPERCEN.

On the other hand, soldiers (designated Group II) who do not meet all of the above criteria are subject to management actions which can best be accomplished at DA level. Final authority to approve these reenlistment applications was delegated to MILPERCEN.

Under the YGMP the applications of all Group II soldiers are compared with the long-term requirements for Army skills. After considering all factors, the applicant is evaluated under the "whole-person" concept (along with soldier contemporaries) to determine whether reenlistment is authorized in the current PMOS or another needed MOS for which qualified, or whether reenlistment must necessarily be denied.

These actions benefit the Army in that they aid in balancing strength by grade and MOS, provide for the long-term needs in all Army skills, and further assist in maintaining a high quality enlisted force. At the same time they benefit the reenlistee by providing better promotion opportunities and a more meaningful career

development pattern for the individual soldier.

As experience is gained and new procedures are developed, it is anticipated that criteria for determining a Group II reenlistee can be revised to reduce the number of soldiers (and paperwork) needed to obtain MILPERCEN approval for reenlistment.

Although there are differences in the manner in which the two groups of first termers are handled, it cannot be stressed enough that both groups are qualified and needed to meet the quality career input objectives outlined in the long range Enlisted Force Management Plan. Furthermore, neither group can rightly be considered second class in light of the higher reenlistment eligibility standards. Commanders and career counselors are urged to stress the above points in their talks with prospective reenlistees to dispel any notion that the Group II reenlistee is a second class soldier, neither wanted nor required. To the contrary, all eligible Group II soldiers must be afforded the opportunity to further pursue their career in skills which will best benefit themselves as well as the Army and be encouraged to submit an application for reenlistment.

Since implementation of the Year Group Management Plan, first term Group II applications for reenlistment submitted outside the specified 90-180 days prior to ETS have continued to present problems for both MILPERCEN and for the soldiers who have submitted their application on time. In particular, the volume of late requests being received causes delay in processing turnaround time of earlier applications in order that they may be received by the soldier not later than 90 days prior to ETS. In this respect it is essential that complete and accurate applications arrive at MILPERCEN as early as possible within 180 days prior to intended date of reenlistment. Normally, applications arriving at MILPERCEN at least 120 days prior to ETS can be acted upon and returned to the sender before the desired 90 days prior to ETS time frame

IG Commendable Areas

During the past year the *Journal* has kept you informed on the subject of IG inspections and has given credit to those areas which have come away with the laurels. This month we add to the list those three areas from Southeastern Region which have excelled. Congratulations!

Southeastern Region

Raleigh DRC — Greenville RA

CPT Jerry A. Moore
MSG William R. Woodall

Montgomery DRC — Birmingham RA

CPT Michael E. Taylor
MSG Charles G. Reddick

Atlanta DRC — Macon RA

CPT Calvin E. Smith
MSG Oscar B. Britt

Southwestern Region

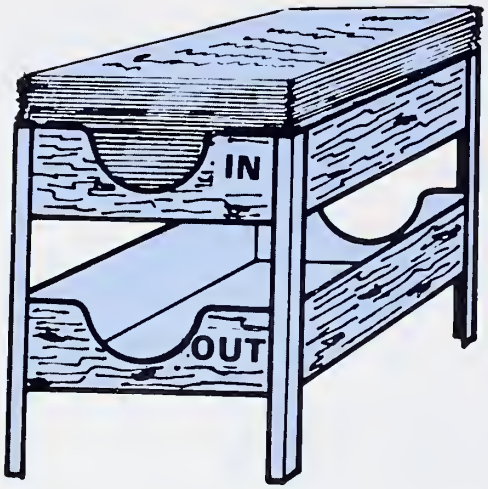
New Orleans DRC — Baton Rouge RA
Albuquerque DRC — El Paso RA
Jackson DRC — Jackson RA

Midwestern Region

Cleveland DRC — Cleveland RA
Columbus DRC — Columbus-West RA
Detroit DRC — Roosevelt RA

Northeastern Region

Washington DRC — Fairfax RA
Washington DRC — Hyattsville RA
New Haven DRC — Norwalk RA



Paper, Paper, Paper

Getting along in our bureaucratic world is, at best, difficult. Everything has to be in triplicate, coordinated, dispatched, filed, and so on and so on. . . . On this and the following two pages are some hints which, if followed, should make you part of the paperwork and management solution — not the problem.

"The cost of writing, distributing, reading, applying and filing a single page is measured in tens, hundreds, even thousands of dollars. Much Army writing is stilted, verbose, and hard to understand; it wastes manpower by wasting the time of writers and readers. One way to obfuscate is to use long or unfamiliar words when short and simple ones will do as well. Every paper should have a worthwhile purpose, or remain unwritten." (per DA Pam 1-10)

After applying these tests and writing your paper, this is what happens, or should happen, to those of you on the receiving end:

Breathes there a recruiter with soul so dead who never to himself has said, "this paperwork is driving me crazy!"? Probably not. It's part and parcel of the recruiting business, from the preparation of 200 cards, enlistment and medical packets, to reports, mailouts, forms, upkeep of charts, graphs and replies to queries from higher headquarters.

Like it or not, it's a record-keeping, list-making, memo-writing, — and re-writing —, message-sending society we live in, and the Army recruiter gets his share of it.

A mild expletive when the in-box is piled sky-high is only natural. The surprising thing is how well recruiters manage to cope with the paperwork and how they turn good administrative practices to their advantage in performing their primary mission.

"It's all a matter of managing time," says SFC Arthur W. Ervin, commander of the Waikiki Recruiting Station in Hawaii. "I've found that 8:30 to 9:30 a.m. on weekdays and most Saturday mornings is prime administrative time for me. As station commander I spend three to four hours a week on paperwork and each of my recruiters spends about two. We plan everything, not only administrative time, but also out-of-the-office time so we can be sure that we are spending enough time in the field."

Paperwork is to recruiting "as breathing is to jogging," says SFC Michael Crouse, station commander of the Garden Grove recruiting station in the Anaheim, Calif., area. "It's a day-to-day chore that takes up about 40 percent of my time. I do as much of the station paperwork as possible so that my recruiters are free to recruit." The recruiters keep copies of their regulations up-to-date, maintain USAREC 200 cards on their prospects, and prepare enlistment and medical packets for each of their applicants. And that's more than enough paperwork for them."

As station commander, Crouse scans all the information coming into his station. After making notations on the materials of importance, he circulates them among his recruiters. Materials he feels should be retained for reference he files himself. In addition, he scans the individual recruiter's work and if any mistakes are present it will be returned to the recruiter for corrections.

The main portion of the recruiter's paperwork is completing the DD 1966. However, since the recruiters have become accustomed to the new form, they have been able to finish completely in a shorter period of time.

Station commanders compile and update the information on a weekly basis. This, in turn, reduces the total time to prepare reports in their final form. They take care of all the time-consuming paperwork such as the 164 Report, Monthly Vehicle Reports, Meal and Lodging Ticket Reports, Project AHEAD Enlistee's Reports, Station Daily Activities Log, Monthly Training Schedules, RPI Direct order Requests; and the Daily Manning Charts. In most cases recruiters aren't bothered with these timely reports. A good station commander keeps the paperwork load away from the recruiter, insuring a smooth operation.

To sum it all up one California recruiter put it like this, "In reality we would like to do less paperwork, but we feel that the required paperwork is a necessary and unavoidable part of being an efficient recruiter."

CHAMPUS Payment

This article could save you money

People who use CHAMPUS always want to know how much they will have to pay for their share of the medical expenses. With the recent changes in the health care program, this is particularly true. So, ***the CHAMPUS Information Division, Washington, DC, has published the following information.***

Recent changes in the method for determining how much the Civilian Health and Medical Program of the Uniformed Services (CHAMPUS) pays for benefits may have created some misunderstandings.

To correct these misunderstandings, Defense Department officials emphasize that the recent changes have little, if any, effect on most beneficiaries. For some, they actually increase the amount CHAMPUS pays. However, those who receive "high priced" medical help from doctors who decline to participate in CHAMPUS could find themselves paying more out of their own pockets.

....the recent changes have little, if any, effect on most beneficiaries.

This new method is viewed as an effort to get the most out of the health care dollar for the greatest number of beneficiaries and to minimize the flow of health care funds to a small percentage of high charging doctors. Also, it provides greater program uniformity and assures that CHAMPUS procedures are consistent with those of the other major Federal medical programs.

As in the past, many CHAMPUS payments are based on a factor known as a "reasonable charge." These payments include charges for outpatient services and supplies, for maternity care, and for inpatient services and supplies not included in hospital bills. A "reasonable charge" involves consideration of the following three factors:

- **Actual charge:** This is the exact fee charged to a patient for medical care.
- **Usual charge:** This is the amount an individual doctor or other provider of medical care most frequently charges his patients for a particular service or supply.
- **Prevailing charge:** This is the amount charged in the majority of bills for a specific service or supply by all doctors in a geographic area during the previous calendar year.

The lowest of these three factors is considered the "reasonable charge." By law, the amount allowed as the government's share under CHAMPUS is based on "reasonable charge," which also includes the beneficiary's (your) share.

The primary impact of the new method is the way in which the *prevailing charge* is determined. A time-tested standard system in use by Medicare has been adopted. This system sets the prevailing charge at a level high enough to cover the usual charge in three out of four bills for a specific service or supply by all doctors in a geographic area during the previous calendar year. Previously, the levels at which the prevailing charges were set were without any uniformity.

This new method... provides greater program uniformity.

A number of additional questions have been raised about the new system and its effect on beneficiaries. Following are some of the more frequently asked questions and their answers:

Q. Some people believe the new method for determining CHAMPUS payments allows doctors and other providers of medical care to receive only 75 percent of their bill. Is this true?

A. No. Payments allowed by CHAMPUS are not reduced to 75 percent of billed charges. Under the new method, a factor known as "the 75th percentile" is used, which means simply that the prevailing charge (one of the three factors used to determine the amount allowed by CHAMPUS) is now set at an amount which is high enough to cover the usual charges for any service or supply in three out of every four bills from all doctors or other providers of medical care in a geographic area during the preceding calendar year.

Q. What effect does the new method for determining CHAMPUS payments have on the percentage prescribed by law which CHAMPUS pays as its share of allowable charges for outpatient services or supplies?

This article could save you money...

A. None. The CHAMPUS share of allowable charges remains the same — 80 percent of allowable charges above the deductible for dependents of active duty personnel and 75 percent of allowable charges above the deductible for retirees, their dependents and survivors of deceased active duty and retired personnel. The deductible for all CHAMPUS beneficiaries is the first $50 of authorized outpatient charges in a fiscal year. For a family of two or more beneficiaries filing claims, the maximum deductible in a fiscal year is $100.

Q. Do all doctors and other providers of medical care accept CHAMPUS patients?

A. No. The decision in this matter is strictly up to the individual doctor or other provider of medical care.

Q. Can beneficiaries use a doctor or other provider who does not agree to accept the amount set by CHAMPUS as full payment? If so, what is the financial effect on the beneficiaries?

A. Yes, beneficiaries can use a doctor or other provider who does not agree to accept the amount allowed by CHAMPUS as full payment. However, they do so at some financial risk because they are responsible for any amount charged by the provider above the amount allowed by CHAMPUS. Thus, it is important in selecting a doctor or other provider that a beneficiary seek out one who agrees, before providing a service or supply, to accept the amount allowed by CHAMPUS as full payment. And it is also important that beneficiaries learn beforehand about a provider's charges.

Q. Are there some doctors and other providers who will accept the amount allowed by CHAMPUS as full payment even though their usual and/or actual charge for the same service or supply is larger?

A. Yes. Many providers will do this. A beneficiary should always determine this before receiving a service or supply.

Q. Are there circumstances under which CHAMPUS does not apply the new method?

A. Yes. There may be occasional, unusual circumstances which would result in the method not being applied. The amount allowed by CHAMPUS for these will be determined on a case-by-case basis.

In the August Journal, an article will be printed which reviews the CHAMPUS basic health care program and which will also provide helpful tips for those who must rely on civilian medical care. CHAMPUS ensures authorized health services will be available if they cannot be obtained from a Uniformed Services Facility.

—Recruiting Force Management Directorate
HQ USAREC

Speaking of new commands... let's not forget USACC-USAREC

R - i - n - n - n - g!

"Harry's Fried Chicken Haven, may I take your order, sir?"

"Isn't this the Army recruiting station?"

"Nope, all we have is fried chicken."

A scene like this wasn't too uncommon in the recent past. There was a time when telephone equipment in the recruiting stations was whatever the recruiter wanted; there are not many one-man stations that can use six telephone lines feeding into one pretty pink console telephone instrument on a desk. When supervisors found out about the sometimes exotic telephone equipment in some stations, they made the changes by reducing the number of phone lines (which then went to other businesses) and "prettiness" of the equipment. But it had already cost USAREC extra money.

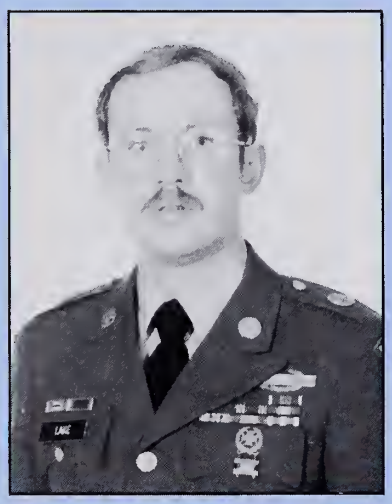
To save USAREC's money in the communications business, a new command has been established (in addition to MEPCOM). It is the US Army Communications Command-USAREC (USACC-USAREC). Its mission is to provide communications management and support within the Recruiting Command. It will accomplish this mission through the management of leased communications, including telephone, facsimile, data and interface devices. The goal is to cut the cost of communications without adversely affecting mission accomplishment.

Major Robert E. Marquitz, USACC-USAREC commander, said, "We want to keep everyone abreast of any changes that are taking place. If we save one million dollars in our first year, I think we will have earned our keep."

A policy established by the new command, appropriate to a communications command, is to welcome suggestions on how to reduce communications costs. Call Autovon 459-3671/3908 or write to them at:

USACC-USAREC
Building 50G
Fort Sheridan, Ill 60037

Making things happen with SMART



By SFC THOMAS M. LAKE
Market Studies and Analysis NERRC

There are three kinds of people in this world, those who make things happen; those who watch things happen; and those who don't know what's happening. The SMART board can put you in the first group.

Let's look at SMART another way: think of it as a tactical infantry map with your area of operation (recruiter boundaries) plotted, your enemy locations and strengths (all services accessions overlay), your friendly forces (your C.I.'s) and results of your maneuvering (accession overlay). Don't forget your civilian populations (your schools, even though sometimes you may regard them as enemy locations) plotted by quality and quantity whenever and wherever possible.

O.K., you see the method here. So how do you apply all the SMART information into some form of action? Let's face it, very few people enjoy working just for the sake of working; so what can we do to make their job more purposeful and maybe even a little easier? The key to market studies and analysis is that it's a systematic approach designed to both identify markets as well as offer solutions for increasing our market share. "Systematic" means that it is a well-planned, complete and orderly method or technique. Back to the analogy between the SMART board and a tactical infantry map. Does it matter on the tactical map what color the pins are? No! Neither does it matter on the SMART board, as long as the information is understandable to you, the recruiter. So much for the stuff on the SMART board. Next, let's look at how we can use it, or better yet, how SMART can work for us.

On some field visits, a few recruiters and station commanders were critical of SMART because, in their opinion, it is nothing more than a glorified briefing board. Well, unfortunately for these people, they may not have put the board to full use. They were posting data purely for the sake of posting data. The data posted on your board should be only that which applies to you.

This data can help you in more ways than one to achieve the most enlistments for the Army from the available market. For instance, if you know what high school you are getting the most enlistments from, you should concentrate your effort there. You should be managing your time and territory in a systematic proportioning system: I recommend that you spend 70 percent of your time in your already successful areas; next, devote about 20 percent of your time to markets of opportunity; and last, go to where there have been only marginal results.

I've seen stations that have jumped headlong into the markets of opportunity, and in so doing have suffered an immediate, short-range decline in overall enlistments. They were actually expecting to receive immediate success from market areas that have not been successful to date. Now this doesn't mean that you won't get any results from these areas but it may take some time to cultivate a market. If you work these areas carefully, you'll find that you will begin to capture your "fair share" from competitive market areas and also open new markets.

If your short-range marketing goals were successful, (be positive about achieving success and you will be successful), then the results will be that you've raised your take from areas where your competition was beating you before, and you have created new market strengths in previously unproductive markets.

The final point I want to make is, if you need help with the program, tell someone. Don't fight the system: let SMART work for you. Let's work together and share ideas for a SMARTer not harder recruiting job.

Update

Voting

During the month of September, primary elections will be held in these states:

Arizona — Sept. 7
Colorado — Sept. 14
Connecticut — Sept. 7
Delaware — Sept. 11
District of Columbia — Sept. 14
Florida — Sept. 7 (runoff Sept. 28)
Guam — Sept. 4
Louisiana — Sept. 25 (runoff)
Massachusetts — Sept. 14
Minnesota — Sept. 14
Nevada — Sept. 14
New Hampshire — Sept. 14
New York — Sept. 14
North Carolina — Sept. 14 (runoff)
North Dakota — Sept. 7
Oklahoma — Sept. 21 (runoff)
Rhode Island — Sept. 14
Utah — Sept. 14
Vermont — Sept. 14
Virgin Islands — Sept. 14
Virginia — Sept. 14
Washington — Sept. 21
Wisconsin — Sept. 14
Wyoming — Sept. 14

Army vs. Everybody

Since January, USAREC's regional recruiting commands have been in competition with each other and with the other three military service recruiting commands. But this time it isn't for recruits but for the best motor vehicle accident record.

Each RRC is a separate and distinct contestant among 26 other similar recruiting commands (USAREC as well as Navy, Air Force and Marines) nationwide in the National Safety Council's Fleet Safety Contest.

The commands are vying for the lowest vehicle accident frequency rate (accidents for each million miles driven) during calendar year 1976. As an example, NERRC is in competition with the Navy's 5th Recruiting Area as well as the other four USAREC regions.

Each participant has the opportunity to be nationally recognized as a winner by the National Safety Council's award of first and second place plaques.

Regional standings will be published as they become available. Complete information on the contest is in USAREC Cir 385-2.

The contest will be only as effective as each individual's driving behavior makes it. Beat Navy! Beat the USAF! Beat the Marines!

Political Activity

In a Presidential election year it's difficult to avoid getting involved in all the political activity that abounds.

While soldiers and DA civilians are encouraged to vote, they must avoid "partisan political activity." Specifically, they cannot:

- be a candidate for a national or state office.
- be a partisan candidate for public office.
- solicit others to become candidates.
- campaign for or against a party or candidate.
- serve as an officer of a political party.
- participate in the organization of a political party.
- solicit or collect funds for a campaign party or make a political contribution while on the job.
- sell tickets for activities such as political dinners.
- take part in managing the campaign of a candidate or party.
- work at the voting polls or transport voters to the poll on behalf of a candidate.
- serve as a delegate to a political party convention.
- address a convention in support of, or against a candidate.
- distribute campaign material.

There are still areas in which Army members and employees can participate. Soldiers and DACs can:

- register and vote in any election.
- express opinion as long as it is not part of a campaign.
- contribute to political candidates or parties.
- accept appointment to a public office if it does not interfere with work duties.
- participate in a nonpartisan election as a candidate or supporter.
- be a member of a political party.
- sign petitions including those for nomination of candidates.
- petition or write to any member of Congress encouraging them to vote a certain way.

Essentially the primary difference between the restrictions for civilians and soldiers is that soldiers, when participating in any political activity, cannot wear their uniforms in any way that might lead the public to believe that the Army supports a particular candidate or party.

Leave Use

Soldiers will get three extra months in FY 77 to use any accrued leave due to the unusual situation caused by a change in fiscal year dates.

The 1974 Budget and Impoundment Act changed the fiscal year, effective with FY 77. With the change, FY 76 ends June 30, 1976, but FY 77 does not begin until Oct. 1, 1977. This leaves the months of July, August

and September as a transition period labelled as FY 7T.

Persons with more than 60 days accrued leave as of June 30, 1976, will lose the excess. However, the following three month transition period will benefit soldiers because they will have 15 months instead of 12 before the end of the next fiscal year — Sept. 30, 1977.

The extra three months of grace will happen only one time. The new fiscal year make-up will allow soldiers to take leave during the months of July through September 1977 without having to worry about losing it because it was not taken by June 30, 1977.

Business Cards

There continues to be a misunderstanding throughout the command as to who is authorized to have business cards printed at Government expense. Cards are specifically precluded from being printed at Government expense but DA granted an exception to AR 310-1 for recruiters to have them for increased recruiting productivity and efficiency.

To clarify, USAREC Reg 310-1 (Recruiter Business Cards) was issued last year. Having the MOS 00E does not constitute authority to have business cards printed at Government expense. They can be printed at Government expense only for 00Es at recruiting area and recruiting station level who are assigned as assistant area commanders, station commanders, nurse recruiters and field recruiters; others cannot be considered. Each person can have 1,000 printed at Government expense annually.

Due to inconsistencies of local procurement, a national printing program for these cards began July 1, 1975, and is administered at HQ USAREC by the director of recruiting force management. The objective is four-week delivery after requests are received.

Many requests are delayed beyond the four-week timeframe because they do not contain essential information. A simple check to preclude nicknames, position titles, indistinguishable business and home telephone numbers, and inconsistencies in citing correct address (home addresses or post office boxes will not be used) will improve processing and therefore expedite delivery.

Nothing in the regulation precludes recruiters from having extra business cards printed at the recruiter's own expense.

While recruiters can, by the regulation, use the cards as they see fit, no more than 1,000 may be printed at Government expense per year except upon transfer, promotion or change of telephone numbers.

Flu Vaccine

Swine flu shots will be ready for active duty soldiers by early fall. Military dependents, retired soldiers and DA civilians are to receive their shots a short time later. DA officials emphasize that every soldier is required to receive the shot.

The swine influenza is significantly different from flu viruses which have caused most flu cases in the past few years. It is similar to the virus that caused 450,000 deaths in 1918 and 1919 from more than 20 million cases. More than 24,000 soldiers died in the US during that epidemic.

The virus, also known as the A/New Jersey, was identified at Fort Dix in February. It's expected that the new virus will spread during the summer and its full impact will strike next fall and winter.

Voice Test

Once more comes a reminder from the Defense Information School that before an applicant can be enlisted for training as a 71R (broadcaster), he must be accepted by the school based upon a taped voice audition. Copies of the script are available at each DRC.

Outdoor Ads

From June 15 to July 15, outdoor advertising will feature the same theme as the Spring purchase, "Don't Stop Now; Join the Army." This buy will have the national phone number to REACT (800-523-5000) and, as before, local sniping is authorized.

It is expected that there will be a follow-on to this buy for the period July 15-August 15. This has not been approved yet; however, where approved, it is expected that this showing will feature a new theme as yet not finalized.

Tips on TIPS

The Summer 1976 issue of *TIPS* magazine, available soon, will feature articles on reclassification of NCOs into combat arms specialties, the revised officer MOS system, the military sponsor program and administrative discharges, among other things.

There will also be a special 15-page section covering a variety of management and administrative procedures for military personnel offices.

For The Record

Ad Exposures:

The Cleveland DRC claims a record in a new category: advertising exposures for the least cost. For $225.00 there have been almost nine million exposures of a Project AHEAD advertisement by putting that ad on half-gallon milk cartons throughout the DRC area. Since November, 1975, 1.4 million milk cartons have carried Project AHEAD advertising; based on a milk industry study, each carton is used six times on the average before being discarded.

Update

Language Training

For soldiers being assigned to Germany, a language and orientation training package is being developed. Entitled "Gateway to German," it will be available to soldiers this summer at stateside education centers to study in their off-duty time. Language kits for other countries are also being developed.

EER Weighted Averages

The commander of the Enlisted Records Center at Fort Benjamin Harrison has released the following list of Enlisted Efficiency Report Weighted Average Data using the new forms described in the September *Journal:*

E9, 122.76	E4, 101.62
E8, 122.17	E3, 88.56
E7, 119.56	E2, 84.15
E6, 115.96	E1, 68.39
E5, 110.09	

Tax on Moving?

Soldiers may have to begin paying taxes on their PCS moving costs that are now paid by the Army unless DA officials are successful in their attempt to reverse an IRS ruling. Moving costs are not now considered as income and, therefore, are not taxable. However, beginning this summer, if the Army cannot change the ruling, moving costs will be included in the soldier's W-2 forms.

For the average soldier making a normal PCS move from one location to another, it may not have much effect. The costs will be reported as income and then the soldier can deduct those expenses when paying taxes. There are, however, several conditions which could prove costly to a soldier who is attending a course in PCS status for less than 39 weeks, making a PCS move of less than 50 miles, or moving dependents during a short tour.

The Tax Reform Act of 1969 stated that moving expenses were not deductible under those conditions but the IRS declared a moratorium which exempted service members. There is legislation before Congress to correct the problem but it is not expected to be acted upon before the current moratorium runs out on June 30.

If the moratorium is not extended or the legislation not acted upon, the Army will be forced to include moving expenses in this year's W-2 forms. The costs to the Army, in implementing and running the new procedures, have been estimated at over $4 million annually.

For those people facing a PCS after June 30, all receipts for expenses connected with a PCS move must be saved. To get a refund, if eligible, soldiers must file a long tax form 1040 with a Moving Expense Adjustment Form 3903.

FY 77 IG Schedule

A major change in the FY 77 USAREC IG inspection schedule is that inspectors will be spending three days at each DRC, as opposed to the current two days. This will be reflected in the soon-to-be published inspection schedule.

The sequence of regions to be inspected has also been changed. Inspections will begin in August with the Midwestern Region, followed by the Southwestern, Southeastern, Western and Northeastern regions, in that order.

The AFEES will be inspected by the IG from the new Military Enlistment Processing Command (MEPCOM).

Recruiting areas will continue to be rated as satisfactory or unsatisfactory, with particularly deserving areas selected as commendable. The rating of areas will be based on production, recruiting operations, professional development, market analysis and station administration.

Banking

A recruiter from the Columbia DRC suggested that enlistees be advised to begin a savings or checking account with a local banking institution before departing for basic training.

With the JUMPS "Check to Bank" pay option, which is also explained at reception stations and at basic training stations, several advantages can accrue to both old and new soldiers:

- A home-town credit reference for later use;
- Automatic savings of money not needed for living expenses;
- Only small amounts of cash are on hand at any time to foil would-be barracks thieves and muggers;
- Allotments to home-town savings institutions are easily made or changed.

'Full Processing'

Ten AFEES are involved in a two-month test on "Total AFEES Processing" for Army Reserve enlistees. The test may be the model for a program to be made available to Reserve and National Guard units nationwide as early as October 1.

Since May 1, these AFEES are testing, processing, cutting orders for, and shipping Reserve enlistees off to their initial active duty for training, just as they have been doing for Active Army enlistees.

FORSCOM and USAREC, through ARCSTAR (Area Recruiting Concept, Special Test Army Reserve) and STARLO (Special Test, Army Reserve Limited Ob-

jective), are making the joint test. Officials of both commands believe this test will prove the worth and validity of the concept of the AFEES doing full processing for National Guard, Active Army and Army Reserve accessions in the future.

Coming Soon

Scheduled for June arrivals at HQ USAREC are the new chief of staff and command sergeant major.

Colonel Shirley R. Heinze, currently the commander of the US Army WAC Center/School at Fort McClellan, Ala., is scheduled to become the USAREC chief of staff. She is the first woman officer in the Army to be assigned as chief of staff with a major command.

Command Sergeant Harris L. Parker, assigned to the 82d Airborne Division at Fort Bragg, is scheduled to become the USAREC command sergeant major. He is a former drill instructor for ROTC and was an instructor at the Ranger school in Fort Benning. He is a graduate of Fayetteville State University in North Carolina, majoring in History.

REACT Changes

Several changes to REACT are in the mill, to include different toll-free numbers and addresses. As the new system is solidified, instructions will be issued and the *R&CC Journal* will have a story on it.

ARCC Effectiveness

According to preliminary figures developed at HQ USAREC, the revised ARCC, to include the Recruiting Exercise (RECEX) is showing positive results throughout the command.

Since these changes, 1047 recruiter candidates have graduated from the ARCC course, and as of May 13, 35 are no longer on production, a 3.3 percent attrition rate. By contrast, before the revisions, 1268 students graduated in FY 75, and there were 210 recruiter interns who came off production status in FY 75.

More PSAs

The second set of spots to be distributed by Modern Talking Picture Service direct to 525 TV stations is scheduled to be completed in July.

These new spots are :60 and :30 on combat arms (Artillery) and a :30 real people (Engineer, Nickerson) spot. Each DRC is being supplied with two copies of each spot to meet additional station needs. If there is a station not using the material and a distribution change is required, facts and figures are needed to substantiate the request.

Many TV stations which are not on the MTPS distribution list have been removed at their request. If additional information is required, call John Anderson at Autovon 459-2745 or (312) 926-2745.

Reenlistment RPIs

The following list includes items currently available for requisitioning for **reenlistment** purposes only. All requisitions should be submitted **by career counselors** on Form DA-17 (3 copies) through Commander, US Army Recruiting Command, ATTN: USARCASP-D, Ft. Sheridan, Ill., 60037, to US Army Publications Center in accordance with AR 601-280, para 1-14. Unless otherwise indicated all posters are small (11" X 14").

RPI 300	Booklet, If there's a question, you'll have the answer.
RPI 301	Folder, Army Service School Reenlistment Option.
RPI 302	Folder, Your Career Decision
RPI 303	Folder, How to tell your friends you're reenlisting.
RPI 305	Poster, The Army's been good to this Army wife. (small)
RPI 306	Poster, When you're doing something of value, you value yourself more. (small)
RPI 307	Poster, Since I've been in the Army, the longest I've sat still is for this photograph. (small)
RPI 308	Folder, Why are you staying in?
RPI 311	Poster, I want a job with excitement and intrigue. (small)
RPI 312	Folder, I want a job with excitement and intrigue.
RPI 313	Poster, I like going to school and getting paid for it. (small)
RPI 317	Poster, Now I'll be working near home. (small)
RPI 319	Poster, I'd like to live in Europe. Not just visit. (small)
RPI 325	Poster, $8,000 is $8,000.
RPI 331	Poster, Music is where I want to be. (small)
RPI 332	Folder, Music is where I want to be.
RPI 334	Poster, How to tell your friends you're reenlisting.
RPI 349	Decal, We serve proudly
RPI 356	Label, Career Counseling 3-1/2"
RPI 357	Label, Career Counseling 9"
RPI 358	Label, Career Counseling 1"
RPI 366	Booklet, Take a look at all the things you've been taking for granted.
RPI 921	Poster, Start college while you're serving.

Please note that the above listed **reenlistment** RPIs are the only **reenlistment** RPIs presently available for requisitioning.

☆U.S. GOVERNMENT PRINTING OFFICE: 1976-650-519-10

UNIVERSITY OF FLORIDA
3 1262 09681 6284

FLARE